

# Starchroom

## LAUNDRY JOURNAL

First in the Laundry Industry

**NOVEMBER, 1951**



Large groups of interested laundryowners attended the business sessions at AIL'S convention last month. Details on page 24. Also in this issue are results of the 1951 family laundry market survey on page 10, and the story of a new method of laundry and drycleaning pickup and delivery on page 60

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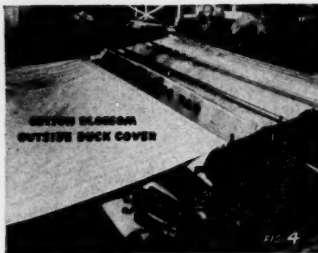
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Fig. 1—Wondress Glue being applied to lead cloth of Wondress Pad.

Fig. 2—Lead edge of Wondress Pad lead cloth glued to ironer roll.

Fig. 3—Position of Wondress Pad on ironer roll before insertion of outside cover.

Fig. 4—Cottonblossom outside duck cover being inserted under Wondress Pad before final winding around roll.

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THERE were many encouraging things to be learned at the annual AIL convention in Chicago last month. One of the most encouraging was the fact that the successful young men's conferences are not to be abandoned.

We understand that the third annual conference has been scheduled for February 5 and 6 in St. Louis, Mo. As in the past, it has been timed to immediately precede the annual convention of the National Institute of Cleaning & Dyeing in the same city.

Although the program of speakers has not yet been announced by AIL headquarters, it is not too early for young men of our industry to start laying plans to attend. Based on the experience of those who attended the first two such meetings, it can be safely assumed that the time, effort and expense put forth by any young man to attend will not be wasted.

From the laundryowner's point of view the meeting is equally important. The conference affords him the best opportunity available to expose his son or other young member of his organization to a contagious enthusiasm for his job. Just ask anyone who has attended one of the conferences for his opinion and you will see what we mean!

Ever since the conference last year we have been trying to think of a simple scheme which could be effectively used to encourage a larger attendance at future meetings. For instance, if every man who attended last spring would write a letter to one friend in the industry who has not attended a conference—just one friend—inviting him to join in making the trip, last year's attendance could be doubled.

It is this "chain reaction" type of enthusiasm which the conferences generate among those who have attended. We have yet to meet one man who attended last year who did not say it was the most worthwhile industry meeting he had attended.

OUR face is red!

In the editorial on page 33 of our October issue it was erroneously stated that the number of self-service laundry establishments, as revealed by the Census of Business for 1948 conducted by the Department of Commerce, is about 44.5 percent of the number of power laundries. Actually the census revealed that the number of self-service establishments exceeds the number of power laundries by some 180 establishments.

The percentage quoted in the editorial was arrived at by comparing the number of self-service establishments with the total number of laundry establishments in the country (19,182). According to the definitions used in the census, the total number of laundries includes 10,839 hand laundries. If we deduct these hand laundries from the total we find that there are 8,343 power laundries as compared with 8,523 self-service establishments.

Excuse, please.

—Jim Barnes

**NED WINTERSTEEN**

general manager

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editor

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managing editor

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associate editor

**JOHN J. MARTIN**

associate editor

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Mr. Gee M. Cohen,  
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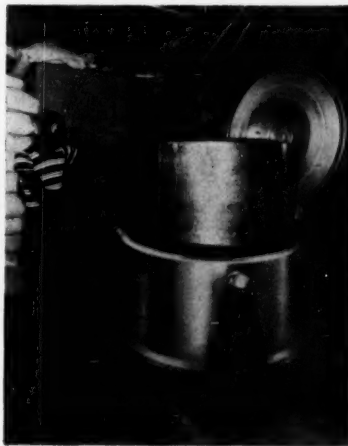
"We have eliminated 25% of the labor from our washroom floor, and the remainder of the help tell me that they have it much easier now, with less labor than before.

"I have not ascertained the savings in cloth and padding on my presses and the covering on my ironer, but I can tell you positively that the savings are not negligible.

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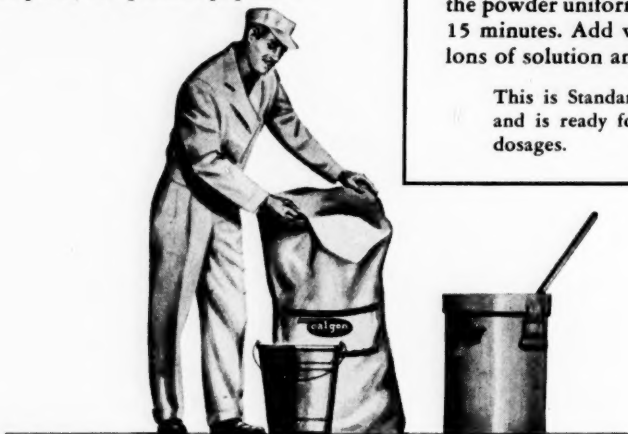
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## Starchroom Editorial

### A Shrinking Market?

The findings of the third consumer survey of the family laundry market as reported in AIL Special Report No. 195 are reviewed on page 10 of this issue. The most important trend revealed in the survey is that the number of urban families in the country has steadily increased since the war but, during the past two years, the percentage of that expanding potential market which are family laundry customers, either completely or partially, has decreased.

From this single trend many laundryowners will draw the conclusion that the industry is dying a slow but sure death. But those who are not quite so willing to throw up their hands in defeat will want to delve further into the survey, dig out the causes of the trend, and see what can be done about it. For there is plenty that can be done.

For instance, the survey shows that housewives are demanding faster service. When asked "How long does it take to get the laundry back?" 79 percent said less than one week. Sixty percent of present laundry users are getting four-day service or better. One-week service has been dropping consistently over the past four years.

It is perfectly true that, in many communities, it is impossible for a laundry to offer a faster service than one week on their routes due to present contracts with their route salesmen. Also, in many of these communities, many housewives may be satisfied with once-a-week service. But that does not necessarily mean that all of the housewives in such an area are satisfied with such a service. And the survey shows that *over the nation* customers are demanding and getting faster service.

Therefore, it behooves every laundryowner to take a check in his local area to determine if this trend is affecting his sales. If it is, it seems to us he must find a solution to the problem because the housewife will not be denied. *She* is the one who determines whether she will buy laundry service. Laundryowners do not make that decision.

There is another angle to this matter of one-week service. Many plants are still having great difficulty achieving the cost advantages of a balanced work load. In many instances these cost advantages could mean the difference between showing black and red figures on the profit and loss statement.

The survey found that 67 percent of most family washings are picked up by the route salesman on the first two days of the week (43 percent on Monday and 24 percent on Tuesday) while the remaining third of the washings are being picked up during the last four days of the week. If a plant is struggling with the problem of an unbalanced work load, as many are, it only makes sense that they should experiment with a service that would bring the work into the plant at a steadier, more even rate of flow. In this way the double-barrelled advantages of attracting a larger share of the potential market *plus* achieving lower production costs through a balanced work load can be attained.

This is but one example of the type of consumer

reaction the survey uncovers. It is loaded with many other tips to the laundryowner as to what the housewives of America like and don't like about family laundry service today. It constitutes a check list against which every laundryowner can compare the services he is offering to determine if he is gauging his market accurately. Once this has been done, a sounder approach may be made to the job of devising services which meet the housewife's wants and needs. Then an aggressive sales and advertising program to get a fair share of the business *that the survey indicates is there* can be planned and followed with determination.

Are we facing a shrinking market? The survey does not indicate so. It indicates that the *potential* market is expanding. It points out that 64 percent of the 28 million urban housewives today are not using laundry service at all. Of these, over half have never even tried it!

No industry can consider that its market is shrinking when it has a prospect list of almost 18 million customers waiting to be sold. This is the challenge the industry faces today.

### Well Done!

A special vote of appreciation is due the National Planning Committee for the Textile Maintenance Industries for their successful efforts to help persuade the congressional committees that the Capehart Amendment to the Defense Production Act should remain on the statute books.

In part, the Capehart Amendment requires OPS to adjust the ceiling prices of any person upon application for relief according to a formula which included practically all cost increases experienced prior to July 26, 1951. OPS disliked the Capehart Amendment and asked Congress to revise these provisions. Several proposals were considered by the congressional committees involved and the Senate actually passed an amendment, called the Maybank Amendment, to revise the Capehart Amendment.

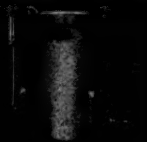
The new provisions of the Maybank Amendment were entirely unsatisfactory to our industry as they specifically excluded our type of services from consideration for price relief by specifically applying the provisions to "charges for industrial services." Generally speaking, our industry is considered a "personal service."

The efforts of the National Planning Committee, and all the laundryowners who promptly responded to the committee's appeal for help in bringing pressure to bear on individual members of Congress, are in no small degree responsible for the fact that the Capehart Amendment still stands on the books. This is another indication among many that our industry has a more effective voice in Washington today than they ever enjoyed during the last war.

If there should be an attempt to amend this legislation after Congress reconvenes in January let us hope that industry members will make their voices heard in Washington once again—and in increasing numbers.

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## Letters to the Editor

### Flood Insurance

Dear Editor:

Our people thoroughly enjoyed reading the story, "How Ripley's Beat the Flood," and I am wondering if you can send us a few extra sets of tear sheets.

I read with interest your "meanderings" on the subject of insurance. Probably you are unaware that flood insurance is one of those things that you can't just step up and buy. True, special policies are written by Lloyds but at terrific rates—something like \$15.00 per \$100.00 for coverage of industries in our location.

Another thing: every standard business interruption policy contains a clause in bold-face type, specifically excluding claims caused by floods.

I understand there is to be presented to Congress a bill providing for flood insurance, or rather, it provides re-insurance for private capital invested in stock fire insurance companies, in event of a major catastrophe. If that doesn't make sense, let me put it another way. Stock companies may write insurance against floods at a normal rate, and the government will carry the risk against excessive losses.

John Ripley  
Ripley's, Inc.  
Topeka, Kansas

Many thanks to Reader Ripley for further clarifying the matter of the high cost of flood insurance coverage. Whether the premium rates are 10 percent (as reported by Associate Editor Bellew) or 15 percent (as stated above), the cost is prohibitive.

We were not aware that standard business interruption insurance policies included clauses specifically excluding claims arising from flood damage.

Our purpose in editorializing in the September issue of STARCHROOM on the apparent need for more adequate insurance coverage of most laundry plants was to further emphasize the findings of AIL's Technical Bulletin No. 412. The September issue seemed an appropriate one in which to re-emphasize this condition in light of the reports on the devastating effect of the Kansas flood on plants in that area.—Ed.

### Extractor Rides Are No Joke

Dear Editor:

We are rather tardy in calling this matter to your attention, but we are not particularly impressed with Lou Bellew's cartoon on Page 72 of the July issue showing "Mr. Fisher" taking a ride on an extractor. Those of us who are familiar with the destructive possibility of centrifugal force if not properly housed and protected against, do not feel that the subject of being torn to bits in an extractor is anything to be funny about. We are reminded of those horror pictures of a girl losing her hand in an old-fashioned press machine without proper safety devices.

Fortunately, extractor manufacturers have maintained rigid safety standards and the almost universal application of safety covers has practically eliminated the operative fear formerly associated with this type of machine. We are not keen in bringing back any thoughts by illustrating, even in a facetious way, the condition which in the early days of the laundry industry was not altogether impossible due to lack of proper safety

precautions. We prefer to promote operative ease of mind rather than fear in connection with centrifugal extractor usage.

W. H. Rometsch, Secretary-Treasurer  
Fletcher Works, Inc.  
Philadelphia, Pennsylvania

*Our apologies to Reader Rometsch and any other readers who may have been offended by cartoonist Bellew's humor. It is not our editorial policy, nor will it ever be, to work at cross purposes with any manufacturers who are serving the best interests of the laundry industry, as Mr. Rometsch's company is.—Ed.*

### Absenteeism in Roanoke

Dear Editor:

We are experiencing quite a lot of difficulty in absenteeism and labor turnover among our plant help, especially absenteeism, and would like to know if you are familiar with any sort of an incentive plan which has been used successfully to eliminate some of this difficulty.

This condition is worse with us now than it ever was during the last war . . . We have one of the largest plants in the State of Virginia and employ approximately 225 people with a weekly volume of around \$12,000 and it doesn't take much absenteeism to really hurt.

If you can suggest any help for us, we would appreciate hearing from you at your earliest convenience.

A. F. Suiter, Secretary-Treasurer  
Ideal Laundry & Dry Cleaners, Inc.  
Roanoke, Virginia

*One way to reduce absenteeism is to set up a workable wage incentive plan. Such a plan is described on page 56 of the October, 1951, issue of STARCHROOM. This is the "standard hour" plan. There are many others. The important thing is to set up one which is readily understood by employees and offers them an opportunity to increase their earnings in direct ratio to an increase in productivity which includes, of course, regularity of attendance.—Ed.*

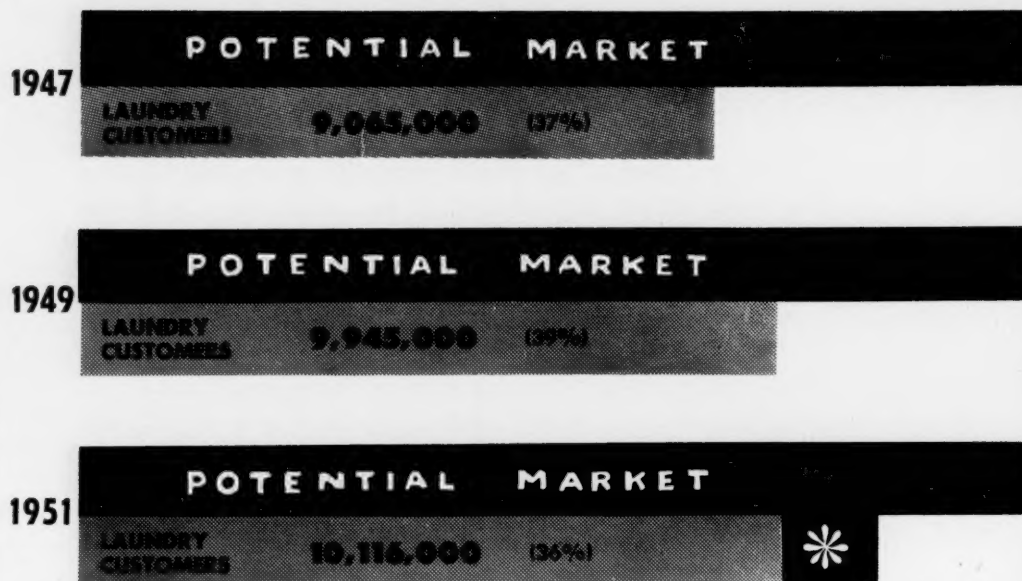
### Says Washington Causes the Trouble

Dear Editor:

I noticed your article entitled "The Prophets of Gloom." One of the reasons we are down in '51 is on account of the very severe weather we had the first part of the year, but I am quite sure we will make a gain for the year of '51 as compared to 1950 as we are putting on new business and holding our old business right along. One of the great troubles is the labor union racketeers who control Harry "Pendergast" Truman, the racketeer in Washington. They put on price controls but no labor controls, and, with the increased taxes that have been voted by the House and Senate, it's going to mean more hardship for the individual and the small businessman. I am sending to you some literature covering this.

W. S. Taylor, President  
Franklin American Laundry and Dry Cleaning Co.  
Columbus, Ohio.

(Continued on page 38)



The chart above shows that family laundry plants are not holding their own in the face of an expanding potential market. The dark green area shows the number of families which would be customers today had the trend noted in 1949 continued.

## New Consumer Survey Reveals Expanding Laundry Market

**Number of potential customers is increasing  
but laundryowners, for the most part, are  
not cashing in on the opportunity**

By JAMES A. BARNES

THE POTENTIAL MARKET for family laundry service is expanding. It has increased by 10 percent since 1949 and all indications are that it is continuing to grow. However, laundryowners throughout the country, for the most part, are not cashing in on this growing potential market. These and many other pertinent facts revealed in the American Institute of Laundering's Special Report No. 195 constitute a definite challenge to the managerial ability of every laundryowner in the country.

The report is the third in a series under the joint sponsorship of the Procter & Gamble Company and AIL. Like its predecessors, it is the result of thousands of personal interviews conducted by the Psychological Corporation among housewives in urban areas throughout the nation. For this purpose an urban area is defined as a town of 2,500 population or more, or a built-

up area connected with such a town. Approximately one-fourth of all interviews were conducted during the evening or on weekends to assure reaching the increasing number of housewives who are employed away from the home.

In 1947 there were 24½ million families living in these urban areas. Of these families, 37 percent (9,065,000) used a commercial laundry for all or a part of the family wash. 10 percent (2,450,000) were complete customers and 27 percent (6,615,000) were partial customers.

In 1949 the number of urban families had increased to 25½ million of which 39 percent (9,945,000) were customers. 10 percent (2,550,000) were complete customers and 29 percent (7,395,000) were partial customers.

The 1951 survey reveals that there are 28,100,000

24,500,000 (100%)

25,500,000 (100%)

28,100,000 (100%)



**1,405,000 MORE CUSTOMERS**  
**Had the 1949 trend continued**

(5%)

urban families of which 36 percent (10,116,000) are customers. Nine percent (2,529,000) are complete customers and 27 percent (7,587,000) are partial customers.

In studying the figures it is important to understand the precise definition of the terms "complete customer" and "partial customer." A "complete customer" is one who sends all of her regular family wash to the laundry all of the time. This group does not include anyone who sends less than once a month. The term "regular family wash" means the ordinary washing and does not include items such as lingerie, hose, silk blouses, woolen sweaters, woolen hose, etc. A "partial customer" is one who sends part of the regular family wash regularly or all of the wash only part of the time. No attempt is made to split the results between regular and irregular customers as the laundryowner may think of them. A housewife who sends only shirts each week is classified as a partial customer.

#### A Disturbing Trend

Thus it is apparent from the survey that, while the potential market increased 10 percent (2,600,000 urban families) during the past two years, the industry as a whole made a net gain of only 171,000 customers during that time and the percentage of the potential market which the industry enjoys today is less than it was two years ago. The extent of the decline in relation to the total potential among complete customers is 10 percent. Among partial customers it is seven percent.

These figures represent a disturbing trend which must be corrected. While 63 percent of the urban families in 1947 were not laundry customers and this figure dropped to 61 percent in 1949, the "unsold" market today is 64 percent of the total potential. Today 30 percent of the market consists of housewives who have tried laundry service and quit. In 1949 the percentage of such housewives was 26 percent and in 1947 it was 30 percent. The market today consists of 34 percent housewives

who have *never* tried commercial laundry service. It is this huge "unsold" market consisting of 64 percent of the total, or almost 18 million urban families, which constitutes the fertile field of prospects to be concentrated on in the months ahead. As the survey demonstrates, these families are waiting to be sold on the convenience of our services primarily.

In answer to the question "Does the amount of family income influence the use of laundry service?" the answer is still "Yes." The decline in the use of commercial laundry service is most noticeable in the highest and lowest income groups. 47 percent of the highest income group use laundry service. In 1949 the figure for this



group was 56 percent and in 1947 it was 58 percent. This income group constitutes about one-tenth of the entire group of urban families. Among high-middle incomes (about two-tenths of urban families) 43 percent use commercial laundries while in 1949 this figure was 46 percent and in 1947 it was 42 percent. In the middle income group (about four-tenths of urban families) 34 percent use commercial laundries while in 1949 this figure was 35 percent and in 1947 it was 32 percent. In the lowest income group (about three-tenths of urban families) there are 22 percent users of commercial laundries. Among this income group in 1949 there were 29 percent users and 32 percent in 1947.

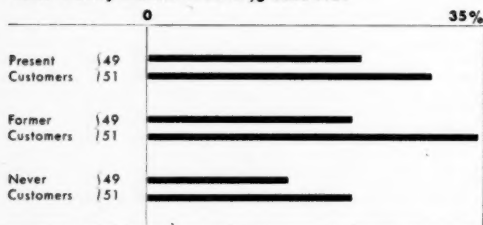
The type of housing influences the use of laundries. About half of the housewives in large apartments use laundry service. The exact figure is 48 percent. In 1949, 53 percent of the housewives living in these multi-family units were customers and in 1947 the percentage was 52. About three-tenths of urban families live in these units. Another two-tenths of the market live in two-family houses. Among these, 35 percent are users today, 37 percent were users in 1949 and 34 percent were users in 1947. Half of the market lives in single houses. Today 29 percent are customers while 32 percent were customers in 1949 and 31 percent in 1947. These trends indicate a decline of 10 percent among single house dwellers and nine percent among apartment house dwellers in the past two years.

More housewives are employed outside the home today than was the case two years ago. Because the percentage of customers among this expanding group has remained constant, a larger number of employed housewives are laundry customers today. It is estimated that 25 percent of all urban housewives are employed today. Among this group, 42 percent are laundry customers—the same percentage as in 1949. In 1947, 44 percent of this group were customers.

Among the 75 percent of urban housewives who are not employed today, the picture is not so good. 26 percent of these housewives are customers today whereas 38 percent were users in 1949 and 36 percent in 1947. This indicates a loss in business from this group of approximately 32 percent in the last two years.

#### Many Have Not Been Asked

**Have laundry routemen asked housewives to send their family wash? ... 72% said No.**



72 percent of all housewives interviewed said that they do not recall being solicited for their business by a route salesman. This is a substantial decrease over previous years. However, there is still a long way to go. Among present customers only 30 percent have been solicited while only 34 percent of the former customers have been solicited and only 21 percent of the never customers have been solicited. In 1949 the figures for these three groups were 23 percent, 21 percent and 14 percent respectively. This represents a considerable degree of increased route sales activity but, as the report

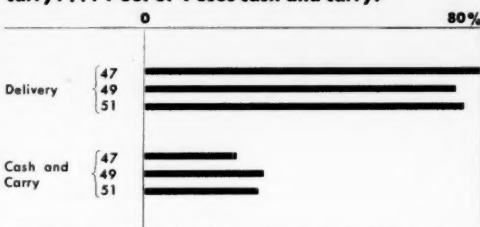
asks, would laundry service have shown a greater decline except for this increased solicitation?

The southern section of the country still has the highest proportion of laundry customers—48 percent. Approximately two-tenths of the urban population lives in the south and the percentage of users has remained constant throughout the three surveys. The far west, with one-tenth of the nation's urban families, shows 33 percent laundry users. This figure is unchanged from 1949. In 1947 the figure was 36 percent. The midwest, with three-tenths of our urban families, shows 24 percent laundry users. This figure was 25 percent in 1949 and 24 percent in 1947.

Four-tenths of our urban population lives in the eastern states and it is here that almost all of the shrinkage in the market occurred in the past two years. In 1951 only 40 percent of eastern urban families are laundry customers whereas 48 percent of the urban families in this area were users in 1949. In 1947, 43 percent of the urban families in the east were customers.

#### Use of Cash and Carry

**Do laundry customers use delivery or cash and carry? ... 1 out of 4 uses cash and carry.**



According to the survey, one out of every four laundry customers patronize cash and carry stores. This represents a leveling-off of a marked trend toward cash and carry stores which was evident in the 1949 survey. The exact 1951 percentages are 74 percent for delivery of laundry and 26 percent for cash and carry. In 1949, 73 percent preferred route delivery and 27 percent preferred cash and carry. In 1947, only 21 percent preferred cash and carry service.

The number of laundries offering drycleaning service has increased. Also, the customers are increasingly aware that the service is available to them. 62 percent know that they can send their drycleaning along with their laundry if they care to today compared with 58 percent in 1949 and 52 percent in 1947. 26 percent of those interviewed said that drycleaning was not available from their laundry. This is the same percentage as in 1949. In 1947, 31 percent said drycleaning service was not available. 12 percent said they did not know if their laundry did drycleaning. In 1949 this figure was 16 percent and, in 1947, 17 percent. It may be that there are additional laundries that have drycleaning service but have never told their customers.

When asked if they gave their drycleaning to their laundry, 32 percent of the housewives said yes while 38 percent said it was available and 30 percent said they didn't want to. This indicates that more customers are sending their drycleaning with their laundry today than in previous years but almost half of those who know this service is available are not using it. These trends are evident when one compares the above figures against those for the two preceding surveys. In 1949, 29 percent said they were sending their drycleaning to their laundry; 42 percent said it was not available; and 29 percent said they did not want to send it to

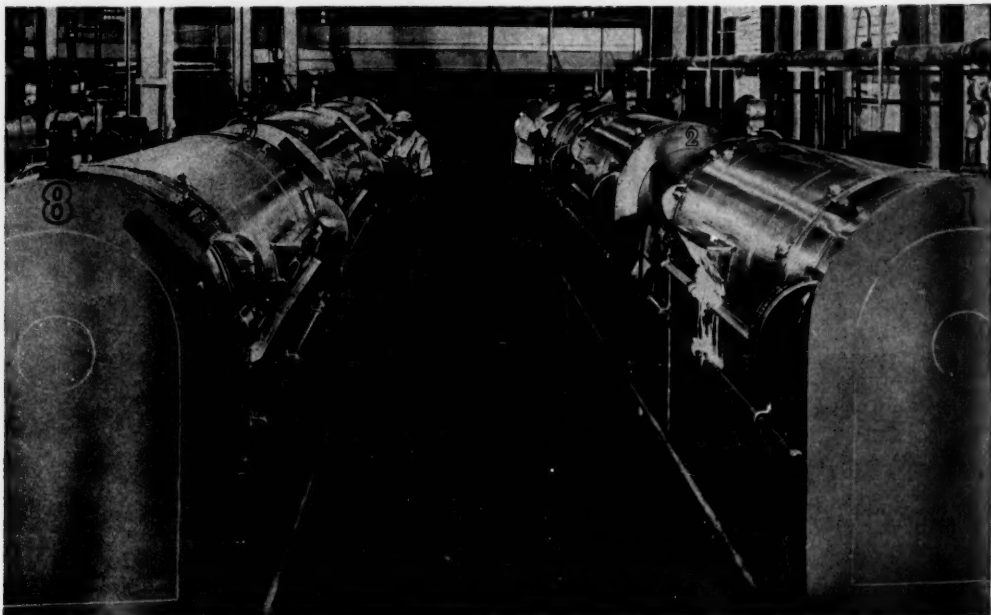


Photo courtesy of American Laundry Machinery Company and North Chicago Laundry Company

## Washroom costs down 30% in Chicago Laundry ...with mechanized equipment of MONEL

**High washroom costs** were stealing profits.

Naturally enough, the NORTH CHICAGO LAUNDRY COMPANY, in Chicago, Ill., didn't like that. So they put the finger on high costs by installing mechanized equipment.

*Away went 20 belt-driven wood washers! And 4 old-fashioned O.T. extractors, too.*

In their places, North Chicago now has eleven 42x84" and one 42x54" Cascade Automatic Unloading Washers with "Companion Controls," two smaller Cascade Washers, and three 54" Notrux Extractors.

**That's right** — 17 machines instead of 24! And enough space saved to get the extractors into the washroom, an improvement that hadn't been possible before.

In the modernized plant, work flows evenly—and easily. No more peaks and valleys in production. Output is up 10%. Washroom labor costs have been cut 54% and costs for supplies, steam, power and water are down—down 30%.

**Why?** Because mechanization is the key to econo-

my. Supplies are measured mechanically. Automatic controls govern every washing operation. Washers unload simply by pressing buttons. And extractor loads are changed in less than a minute—*without manual handling.*

Since the equipment is made of Monel®, nobody worries about rust or corrosion. Monel resists soaps and detergents . . . alkalis . . . starches . . . dilute bleaches and fluoride sour. Washer cylinders and extractor baskets stay smooth, don't develop pits and rough spots.

**Right now, of course,** Monel is meeting vital defense needs. But you *can* look into the advantages of mechanization for the future. For expert aid in planning one of these low-cost, smooth-running washrooms, write your laundry equipment manufacturer.



THE INTERNATIONAL NICKEL COMPANY, INC.  
67 Wall Street, New York 5, N. Y.

**MONEL** . . . Mechanized Equipment  
for Maximum Economy



their laundry. In 1947 these figures were 26 percent, 48 percent and 26 percent respectively.

### Why They Send

Why do laundry customers use the laundry? Most of the industry's present customers gave reasons that meant convenience. As the survey points out, it only makes sense to stress convenience in the sales and advertising approach. Here are the most common reasons given:

	1947	1949	1951
More convenient to send clothes out; easier to send out	27%	26%	32%
Laundry does good work; like their work	33%	35%	27%
Lack of facilities at home; no washing machine	24%	19%	20%
Like to have laundry iron and finish washing; don't like to iron	13%	21%	20%
Have no time to do it (all of it) at home	11%	11%	13%
Reduces housework; too much work at home	18%	11%	10%
Sending clothes out leaves more time for other things	8%	9%	9%
Some articles too difficult to do at home; some too dirty	13%	13%	7%
Sickness at home	2%	2%	7%
Don't want to do it at home; don't like to wash	7%	7%	6%

Why did customers send to a laundry the very first time? Most said doing laundry at home was too much work. The first and second reasons given may actually be the same though expressed in two different ways:

	1949	1951
Too difficult; too busy; too much	30%	29%
No washing machine or facilities	17%	19%
Habit; sent it all our lives	8%	10%
Working	9%	9%
Sickness	6%	6%
No help; no maid; not enough help	5%	4%
Recommendation from friends, relatives	4%	3%

When present customers were asked how they chose their present laundry, recommendation by a friend proved to be the strongest influence. Because of this fact the survey points to the importance of a good public relations program including a prompt and fair claims system to bring fewer criticisms and more recommendations. Here are the reasons given:

	1947	1949	1951
Present laundry recommended by friend or relative	32%	31%	36%
Laundry located conveniently	13%	21%	21%
Trial and error	2%	5%	8%
Heard it did good work; heard it was reliable	8%	5%	6%
Driver suggested it; liked driver	7%	4%	3%
Business was solicited	2%	2%	3%

### Why They Don't Send

When "complete" customers were asked what they disliked about the laundry they gave the following reasons:

	1947	1949	1951
Laundry hard on clothes; buttons ripped off	33%	25%	26%
Laundry loses articles; too careless	22%	17%	23%
Laundry doesn't clean clothes well	12%	3%	12%
Ironing not done well	9%	2%	8%
Too expensive	10%	7%	5%

Prospective customers continue to give high price as their major reason for not using laundry service. The feeling that home washing is cheaper may be the result of the complexity of many laundry pricing systems and the reluctance of most housewives to buy anything without knowing in advance what it will cost.

Here are the prospects' reasons for not buying:

	1947	1949	1951
Too expensive; cheaper to do my own	51%	51%	37%
Rather do my own; I can do my own	50%	42%	26%
Have own machine; have own facilities	31%	37%	25%
Laundry hard on clothes; buttons ripped off	38%	33%	23%
Laundry loses articles; too careless	16%	11%	10%

With regard to the trend toward fewer cost complaints on the part of both complete customers and prospective customers, it is interesting to note that fewer complete customers feel that the laundry is too expensive. The answers of complete customers are based on actual experience and are in direct contrast to the opinions of the prospective customers who may not have tried laundry service.

Almost one out of five present customers (19%) complained of some loss. This is the same figure as reported in 1949. In 1947 it was 21%. However, two out of three of these customers were satisfied that their claims were handled fairly. Two years ago only half of those who reported losses were satisfied with the handling of their claims. In reply to how claims were handled, the following figures show that more laundries are now paying claims in full and fewer are doing nothing at all about them:

	1949	1951
Paid in full; offered to pay	26%	38%
Replacement made	26%	28%
Nothing done at all; avoid the issue	25%	15%
Paid below real value; fairly satisfactory	16%	12%
Found lost articles	6%	7%

The growing popularity of sport shirts may be an influencing factor in the current trend toward a smaller percentage of customers sending shirts to the laundry. Today only 78 percent are sending shirts while in 1949 this figure was 81 percent and in 1947 it was 80 percent. 83 percent of these customers want starch in their shirts. In 1949, 85 percent expressed this preference. About one out of ten who ask for no starch said that they had trouble in getting an unstarched shirt. This was the first year that question was included in the survey.

One of the problems facing the industry today is maintaining fast service for customers while achieving the cost advantages of a balanced work load in the plant. This fact is re-emphasized in the survey. 67 percent of most family washings are picked up by the route salesman on the first two days of the week (43 percent on Monday and 24 percent on Tuesday) while the remaining third of the washings are being picked up during the last four days of the week.

### Service Is Speeding Up

A definite trend toward faster service is evidenced by answers to the question "How long does it take to get the laundry back?" 79 percent said less than one week. 60 percent of present customers are getting four-day service or better. One-week service has been dropping consistently over the past four years. Here are the figures:

	1947	1949	1951
1 or 2 day service	12%	10%	13%
3 or 4 day service	32%	38%	47%
5 or 6 day service	9%	13%	19%
one week or more	47%	39%	21%

How often do customers send to the laundry? 85 percent said at least every two weeks (51 percent once a week and 34 percent every two weeks). Only five percent send every three weeks while five percent send once a month and another five percent send less frequently.

(Continued on page 18)



Have you tried ...

# NEW!

# SODA BLEACH MIX

*it's Laundry-tested*

*... Just add  
it to water*

● As a companion product to "old reliable" HTH Bleach, Mathieson now offers a new, sure and simple way to prepare stable bleach solutions—with minimum supervision, maximum ease, complete control. It's new, laundry-tested HTH Soda Bleach Mix, conveniently packed in 100-lb. drums.

**EASY**—Just add 2¾ lbs. of HTH Soda Bleach Mix to each 10 gallons of water—and mix! That's because HTH Soda Bleach Mix combines correct pre-proportioned measures of soda ash and HTH in a dry, free-flowing form.

**SAFE**—This way, there's only one product to inventory...less chance of error in the washroom. And most important of all, every bleach solution will always be the same strength in every batch prepared.

**SURE**—Uniformly white bleaching with minimum tensile strength loss to fabrics.

Order a supply of this tested, time-saving new HTH Soda Bleach Mix from your regular HTH supply house or write today for further information.

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**Users say...**

***"Nothing"***  
**The Whitehouse**

**Other WHITEHOUSE products  
specially designed for laundry  
and dry cleaning industries**

Depend on Whitehouse for a full line of nylon cover cloth material, including KEMPRO and the new ADS-LIFE nylon covers. Both these covers can reduce the "down time" on your presses. Ask your jobber, or write us direct for more information on any Whitehouse product.

# like it!"

## **ROK-RIB Net** **outwears any net tested!**

For exceptional wearing qualities...for amazing durability under the wear and tear of daily service, you can't beat Whitehouse ROK-RIB nylon nets.

Users tell us they've seen nothing like ROK-RIB. These nets are specially constructed to last...and last. The heavy-filament nylon yarn from which ROK-RIB nets are woven was developed *specifically* for laundry and dry cleaning applications.

Of the many nets tested in Whitehouse's laboratories, ROK-RIB outwears them all! Try them yourself. See how ROK-RIB nets can reduce your replacement costs, save you money by helping to increase washwheel payloads, save on supplies, power and water.

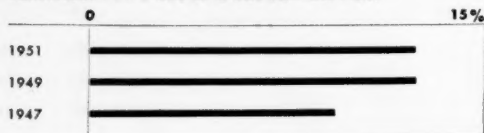
**DON'T FORGET** Whitehouse "Blue Streak" nets—now standard for the laundry and dry cleaning industry. They're still growing in popularity.

**WHITEHOUSE PRODUCTS, INC.**

**360 Furman Street, Brooklyn 2, N. Y.**

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

(Continued from page 14)

**Self Service Has Not Gained****How many housewives use self-service laundry facilities? . . . 1 out of 8 use self-service.**

The survey found that twelve percent of the urban housewives use self-service laundries. 88 percent do not use this type of service. No change is indicated in the past two years in the proportion of women using this service for part or all of the family wash. However, there has been a significant increase in the number who use the apartment type self-service and this increase matches a decrease in the number that use the store-front type. In 1947 nine percent used self-service (4 percent apartment type and five percent store-front type). In 1949, 12 percent were users (four percent apartment type and eight percent store-front type). In 1951, six percent use apartment type and six percent use store-front type. Thus it may be seen that apartment type service is increasing at the expense of store-front type service but *not* at the expense of commercial laundries in relation to the total market.

Most self-service users come from the lower income group of families. Of the highest one-tenth of the urban population only nine percent are self-service users. In high middle income class (two-tenths of urban families) 12 percent are users, while 13 percent of the middle income group (four-tenths of urban families) are users, and another 13 percent of the lowest income group (three-tenths of urban families) are users.

This indicates a trend of interest to laundryowners. A decrease in the usage of self-service by the upper income groups was offset by a gain in the low income groups. Self-service operators have more than doubled their percentage of users in the low income groups in the past four years. This may have been aided by laundries placing less stress on low price services such as damp wash.

Women under 40 years of age predominate among self-service users. 15 percent of the housewives in this age bracket are users while 10 percent of those over 40 are users. The younger housewives are predominant to a slightly lesser extent in 1951 than they were in 1949. When a housewife is employed away from home she is more likely to use self-service. 15 percent of the employed housewives are users. Employed housewives number about one-quarter of the total number of housewives. Housewives who are not employed are users to the extent of 11 percent. In 1949, 12 percent of employed housewives were users and 14 percent of those not employed were users. In 1947 the figure was nine percent for each group.

The far western section of the country shows a marked increase in self-service users in the last four years. A slight increase is shown in the midwest and in the east. The south, however, lost slightly in the four-year period. Here's the way it looks:

	1947	1949	1951
Far west	4%	13%	18%
East	11%	15%	14%
South	14%	15%	12%
Midwest	6%	7%	8%

Fewer people today find self-service laundries easier than heretofore. Also, there has been a significant jump in the percentage of housewives who say that self-service is too much trouble or too hard work. This emphasizes once again the importance housewives place on finding an easy, convenient way to get their laundry done for them. "Don't get clothes clean" is still the chief complaint against self-service by those people who have tried it.

Among the people who have tried it, common reasons for *liking* self-service are:

	1947	1949	1951
Convenient; handy	18%	18%	17%
Like everything about it; they are fine	14%	12%	12%
Like the way clothes are done; does work well; clothes are cleaner	12%	10%	9%
Quicker; saves time	24%	9%	8%
Is more economical	19%	7%	8%
Easier; no bother or trouble; less work	12%	10%	7%

Among the people who have tried it, common reasons for *disliking* self-service are:

	1947	1949	1951
Don't get clothes clean; had to re-do wash	7%	18%	15%
Too much trouble; too hard work	4%	3%	13%
Too expensive	1%	4%	3%
Wastes too much time; inconvenient	3%	6%	3%
Too crowded; don't like waiting	3%	5%	3%
Too far away; no car to take wash in	5%	5%	2%

Only 62 percent of all sheets washed at home are ironed at all (42 percent completely and 20 percent tops and bottoms only). This emphasizes the general dislike for ironing at home of large hard-to-do items. Families who are satisfied with unironed sheets represent a sizeable market for laundry service. Because this question was not asked in previous years a trend cannot be shown. However, laundryowners will want to consider this fact when laying plans for future advertising and sales promotion.

**Seal Being Recognized**

The last question published in the survey concerns the AIL's Certified Washable Seal. This is the first year that this seal and the AIL membership emblem have been combined. When the combined seal was shown to the housewives who were interviewed 19 percent recognized it. Where have they seen it? The following replies answer that question and, in addition, point out the co-operation of laundryowners and textile men in making the seal an influencing factor in the purchase of better washables and laundry service:

In a laundry office	13%
On material, cottons, dresses	10%
Magazine	10%
Laundry truck	9%
Advertisement	8%
Television; heard on radio	6%
Newspaper	4%

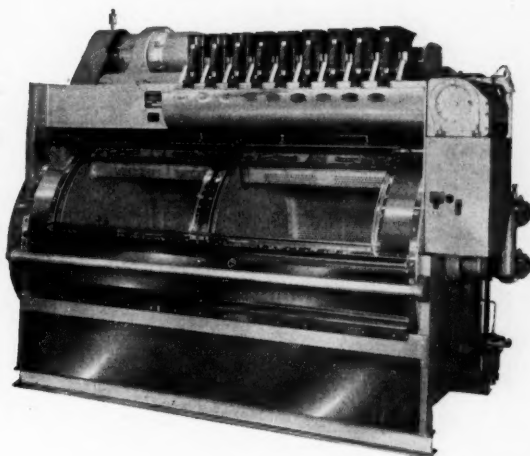
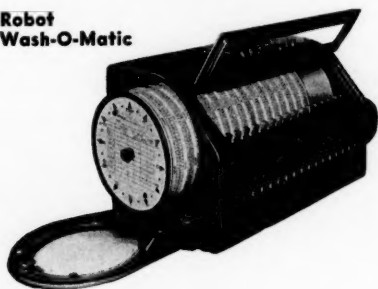
As in previous years, the Procter & Gamble-AIL sponsored survey will prove to be an invaluable tool to those laundryowners who study it from cover to cover. It will aid them in detecting trends in the buying habits of the typical American housewife. Once these trends have been detected, a sounder approach may be made to the job of devising services to meet the housewife's wants and needs. When this has been done an aggressive advertising and sales program can be planned and pursued with determination. Only in this way can laundryowners across the country get their fair share of the expanding market for family laundry services. ●

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## WHEN YOU "ROBOT-IZE" YOU...

- SAVE YOUR SUPPLIES
- USE "JUST RIGHT" AMOUNTS
- DUMP ONLY RIGHT SUPPLY AT EXACTLY RIGHT TIME
- CAN'T MAKE A MISTAKE
- CAN'T FORGET
- CAN'T OVERLOOK AN INGREDIENT
- CAN'T GET INGREDIENTS INTO WASH CYLINDER WITHOUT PRE-MIXING

Robot  
Wash-O-Matic



The "Human Element" in the washroom has always been the most difficult laundry operation for management to control. Dissatisfied customers and costly "re-runs" nearly always originate there. The careful planning of formula, running time, water level and temperature is often destroyed by the natural tendency of humans to make mistakes. This cannot help but have a negative reflection in profits.

ROBOT with its "Wash-O-Matic" feature provides you with a "built-in brain" that successfully eliminates this costly washroom problem. The exact application of your formulas and washing cycle becomes a controlled operation that can be repeated time and again with the same degree of efficiency. The costly "Human Element" is no longer a profit-loser. The complete operation of washing is accomplished simply by pushing a button.

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Please send without obligation full information  
on ROBOT Self-contained Automatic Washers.

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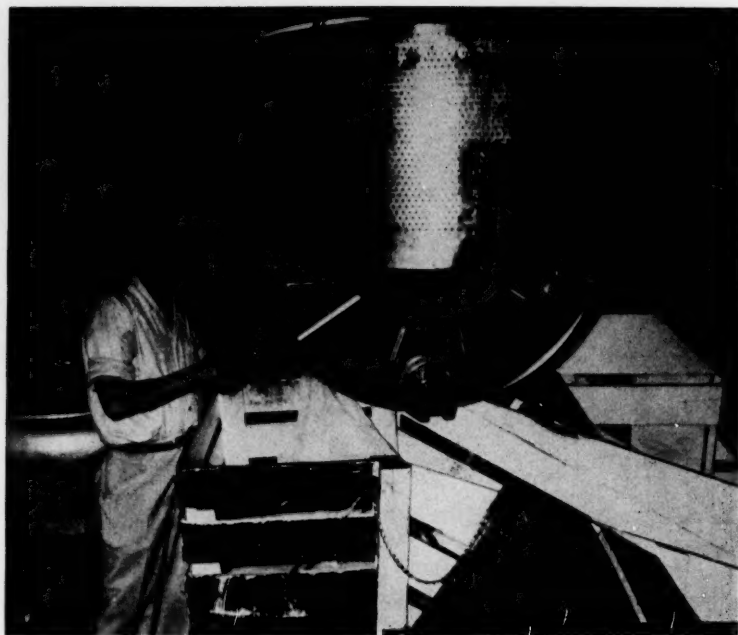
# ROBOT

**LAUNDRY MACHINERY SALES**

DIVISION OF THE WOLF COMPANY

CHAMBERSBURG, PENNSYLVANIA

**THE FIRST AND ONLY SELF-CONTAINED COMPLETELY AUTOMATIC WASHER**



Netted loads are dumped by extractor man into one of three chutes leading to damp assembly section on lower floor level. Note hinged box in front of operator. After extractor basket has been unloaded, nets will be given start down incline by thrusting box into chute, as seen in foreground chute

## Gravity Solves Two-Level Problem

Extractors unload into chutes, laundry slides down to damp assembly, tumblers

By JOHN J. MARTIN

PLANT EXPANSION at Crystal Spring Laundry in Roanoke, Virginia, placed the washroom in an addition to the original building, while other operations were centered in the older part. There is a difference of about four feet in the floor level of the two areas, with the new washroom on the higher level.

For a time, extracted work was trucked from the washroom to damp assembly and tumbling by means of a sloping ramp that connects the two parts of the building. This method proved time consuming and costly. A system of chutes keyed to the use of the plant's overhead unloading extractors has now replaced manual handling.

At the front of the washroom, where the floor drops off abruptly, there are four chutes, three on one side of the connecting ramp, one on the other.

After extraction, loads travel on the conveyor past the line of washers at the side of the room, make a 90 degree turn, and move across the front of the room at a right angle to the washers.

If the load is bulk, that is, not washed in nets, it will be dumped from the extractor basket into the lone chute on the side of the ramp nearest the washers. A basket



View of chutes from damp assembly. Hole was cut in wall between new washroom, old building. Movable boxes at top ends of chutes can be seen, middle one being open and ready for extractor, end ones closed





# NEW HOMOGENIZED PRIME SOHP

EVERY GRAIN IS BUILT THE SAME  
SOAP AND BUILDER  
CANNOT SEPARATE

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Give Quality Work  
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NOW . . . for the first time a complete laundry soap that is homogenized. It is the new, amazingly improved PRIME SOHP. EVERY GRAIN IS BUILT THE SAME. Soap and builder cannot separate. The new PRIME SOHP performs miracles with the wash . . . puts new life in worn fabrics . . . keeps them looking fresh and new. Never before such constant, uniformly brilliant white work. Never before such sparkling colors. And the more they're washed with the new PRIME SOHP, the whiter and brighter they get. Be a leader! Give quality work and build your business. Order from your Beach Distributor today.

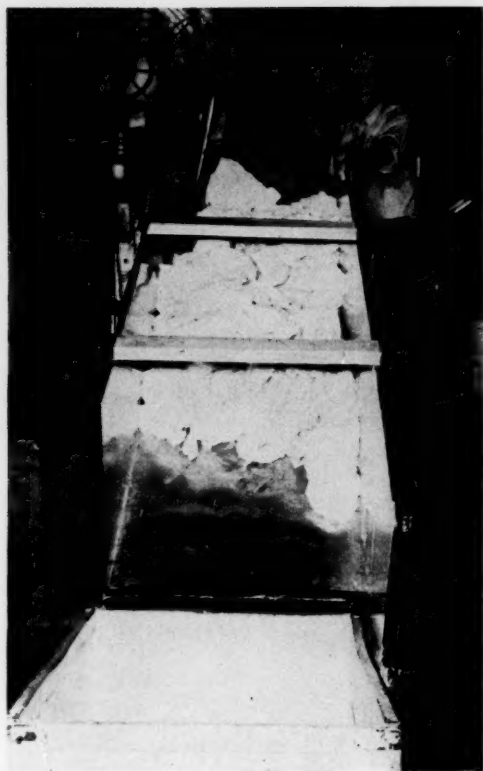
IT'S  
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By the makers of Beachrite, Coldspray, Polarsuds, Fluorium, White Cap Blue  
BEACH SOAP COMPANY, LAWRENCE, MASS.

NEW HOMOGENIZED

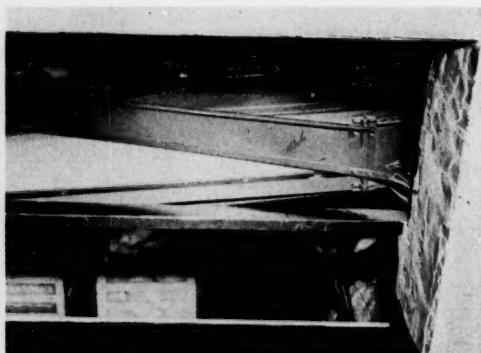
# PRIME SOHP



Chute for laundry washed in bulk has metal lining on bottom to make slick surface (unnecessary for net work chutes). Basket at bottom catches load; tumblers are nearby

at the bottom of the chute catches the load, usually toweling, commercial work, or fluff-dry. From here it is only a short step to Crystal Spring's battery of tumblers.

In like manner, Crystal Spring's netted family work is moved past the chute for tumbler work, across the sloping ramp, and dumped into one of the three chutes leading to damp assembly. The extractor man unloads



Picture from drycleaning mezzanine shows hole cut in wall, gate cut in side of conveyor. Counter girl calls drycleaning marker, who sets block in belt conveyor (note hinge, spring at right). After drycleaning is pushed off to side and in mezzanine, gate is closed to permit laundry bundles to continue to identification department

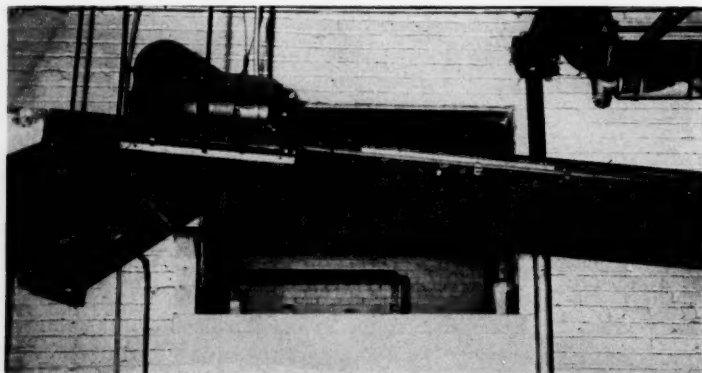
into any empty chute, the assembly girls sorting to the key bar assembly reel from any or all of the chutes at the same time.

#### Conveyor Does Double Duty

After solving the "man handling" problem, Crystal Spring went to work on making a double duty conveyor out of the endless belt that takes soiled bundles back through the plant from call office to marking rooms. The laundry marking department is at the end of the conveyor, while drycleaning identification takes place in a mezzanine next to the washroom. The conveyor runs through the washroom and past the mezzanine.

A hole was cut in the wall separating the two rooms, exposing the conveyor. Cut out of the metal sides of the conveyor is a "gate," hinged at one end and hooked at the other.

When a drycleaning bundle is accepted in the call office, the counter girl calls the drycleaning marker on an inter-office speaker. The marker then unhooks the gate, blocking the conveyor on an angle at the hole in the wall. Bundles hitting this block fall into the drycleaning mezzanine of their own momentum. After bringing the gate back to its position at the side of the conveyor, laundry bundles can then continue to the marking section. ●



View from washroom shows hole cut in wall to expose conveyor to drycleaning marking mezzanine. Conveyor does double duty, handling laundry and cleaning bundles

*Clinton Starches are TOPS from Coast to Coast*



**CLINTON  
STARCHES**

*are  
"Petal  
Smooth"*

- Clinton Laundry Starches give you quick boiling and fast penetration action.
- Planned, processed and manufactured to meet top-quality standards.
- Contain no chemicals to cause discoloration or weakening of fabrics.
- Every batch scientifically formulated and laboratory tested for uniform quality.



*Write for demonstration by Clinton's Laundry Technicians.*

**CLINTON FOODS INC.**  
**CLINTON, IOWA**

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



Display of advertising materials set up outside the meeting room included AIL's new shirt campaign. In the center of the above display is the tabloid size, eight-page newspaper announcing the campaign to members attending convention

## A. I. L. Convention Accents Sales

By THE STARCHROOM STAFF

ATTRACTED BY THE THEME "Better Selling Means More Sales," thousands of laundryowners and their wives, plant employees and allied tradesmen converged on Chicago for the 64th annual convention and exhibit of the American Institute of Laundering, October 19, 20 and 21. They were well rewarded for their efforts to attend. Each day offered a full schedule of conferences devoted to different phases of selling and sales management. The conferences were led by speakers who knew their subjects well and succeeded in stimulating their audiences.

Other features of the convention included talks on the impact of world affairs and government activities on the laundry industry by a United States senator, a congressman, and AIL's Washington representative; presentation of awards to participants in the Institute's laundry advertising contest; and unveiling of the findings of the third bi-annual survey of the family laundry market conducted under the joint sponsorship of AIL and the Procter & Gamble Company.

Not all the activities on the program were strictly business. Social activities included the annual dance, a style show and tea for the ladies, and visits to the many Chicago points of interest. The AIL Alumni Club, Ohio Mechanics Institute Power Laundry Cooperative Course Alumni Association, and the National Institute of Cleaning & Dyeing Alumni Society each had their receptions and various other groups met at luncheons and dinners during the three days.

President Martin B. Romeiser, in calling the convention to order, struck a note of optimism in his report to members on current Institute activities. He concluded by saying that he was sure that the coming year

would be one of the greatest years for the laundry industry. He expressed confidence that laundryowners may be on the threshold of the richest market they have ever had. He then introduced the first speaker, Edward J. Hegarty, who chose as his subject "How To Get Better." The speaker, a noted sales training executive, stressed the importance of every salesman and sales executive constantly striving to improve himself and thereby generate enthusiasm among all within whom he comes in contact. Only by continually trying to improve can a person assure himself that he is not actually falling behind in all of his endeavors. The talk was enlivened by the unusual way in which the speaker succeeded in getting the audience to participate in the program with him.

President Romeiser then called retiring President Fred McBrien to the platform and presented to him the President's Award of Recognition—a token of gratitude from the AIL membership to Mr. McBrien in recognition of his services to the industry during his two-year tenure as president of the Institute. Walter Spallholz, of Universal Laundry, Portland, Maine, then asked for and was granted the floor. Addressing Fred McBrien, Spallholz presented him with a watch as a gift from those men who attended the first two AIL young men's conferences. Referring to McBrien as "the grand young man of the laundry industry," he then presented him with a scroll representing a lifetime honorary membership in the young men's conference group. Spallholz then asked Mrs. McBrien to step to the platform and, in behalf of the same group of young men, presented her with an appropriate gift.

The next speaker was Alfred D. Sieminski, member of Congress and vice-president of Brunswick Laundry,

Jersey City, New Jersey. A member of the House Committee on Appropriations and a veteran of the Korean conflict, where he served as an officer in the Army, Sieminski gave a graphic description of conditions in Korea and an estimate of present day American foreign policy.

On Saturday morning Frederic Thesmar, AIL director, District No. 2, presided over the sales management conference. William E. Mercer, manager of AIL's sales and advertising department, was the first speaker. "This is the Way We Wash Our Clothes" is the title of AIL Special Report No. 195, the third bi-annual consumer survey of the family laundry market jointly sponsored by AIL and the Procter & Gamble Company. Mercer based his discussion on the findings of this report, a complete review of which may be found on page 10 of this issue of STARCHROOM LAUNDRY JOURNAL.

Immediately following Bill Mercer's talk announcement of awards in AIL's laundry advertising contest was made. Division A was open to competition between individual laundries using the services of an advertising agency in preparing their advertising campaigns. Winner in this division was Dates Laundry Service, Inc., Kenmore, New York. Honorable mention awards went to Kelley Laundry & Dry Cleaning Co., San Diego, California; South Side Laundry & Dry Cleaners, Milwaukee, Wisconsin; and Pilgrim Laundry, Inc., Brooklyn, New York. Division B was open to competition between individual laundries who prepare their own advertising campaigns without the aid of an advertising agency. Winner in this division was Ideal Troy Laundry & Dry Cleaning Co., Peoria, Illinois. Honorable mention awards went to Lorenz Laundry & Dry Cleaners, Inc., Dubuque, Iowa; Oregon Laundry & Dry Cleaners, Portland, Oregon; and Budge-Wood Services, Inc., New York City. Division C was open to competition between co-operative laundry groups in various communities. This competition was won by the Laundry Institute of Cleveland, Ohio, with honorable mention awards for the campaigns conducted by the Pure Wash Institute of Memphis, Tennessee, and the Milwaukee Better Laundries, Milwaukee, Wisconsin.

A competent committee of judges selected from advertising circles outside the laundry industry made a long and exhaustive examination of all campaigns entered in the competition before announcing the awards. The specimens from each campaign were neatly mounted and displayed on the walls of the corridor outside the meeting room. They made an effective display and aroused considerable interest among scores of laundryowners throughout the remainder of the convention. AIL has announced that reproductions of all ads will be assembled as a special report and mailed to interested Institute members.

"S-T-R-E-T-C-H-ing Your Advertising Dollar With AIL's 1952 Advertising Campaign" was the title of Kenneth E. Lofgren's talk. Lofgren, staff assistant for industry relations at AIL, presented a comprehensive review of the Institute's new advertising materials. Chief among these is the 1952 advertising kit built around a special new shirt campaign. It was explained that industry experts have several reasons for urging laundryowners to push shirts. First, shirt production among the nation's laundries increased anywhere from 11 to 31 percent last spring and early summer over the same period in 1950. Yet, the 1951 consumer market survey shows only 28 urban families out of 100 send shirts as compared with 32 families out of 100 in 1949. Second, shirts are a standard laundry item that can fit in with high speed equipment. They are one of the easiest things for a laundry to handle and one of the



Among those attending the AIL Alumni Club annual reception were (reading from top photo down, left to right in each photo) AIL President Martin Romeiser, AIL Alumni Club Vice-President John Slick of Slick's Family Washing Co., Ft. Wayne, Ind., and AIL General Manager Albert Johnson; Mr. and Mrs. John Barlow, Barlow's Laundry, St. Joseph, Mich.; Neil Robertson of Davies Laundry, Chicago, with Mr. and Mrs. Robert Montrase, Chief Wash, Chicago; Hedley Clark, Elite Laundry, Baltimore, with Harry Prince, Prince's Laundry, Melbourne, Australia; Mrs. M. D. Beyer, Jr., Foster L. Lee (manager, AIL membership service department), M. D. Beyer, Jr., of Sunshine Laundry, Bloomsburg, Pa.; Frank Fite, of Gore's Laundry, Beaumont, Texas; Mrs. Fite, and Harry Shea of Toronto, Canada





Highlight of the ladies entertainment program was a style show and tea at Marshall Field Company's Narcissus Room at which Mrs. Martin Romeiser and the wives of AIL directors were honored guests. Seated at the table above (from left to right) are Mrs. William Jacobs; Mrs. John D. Ward; Mrs. Fred McBrien; Mrs. Romeiser; Mrs. G. Louis Dodge; Mrs. Alfred Rawlinson; Mrs. Arthur Stevens; and Mrs. David T. P. Nelson

most difficult for the housewife. Third, increased shirt business means a general volume increase in all other laundry services. That's because an "in" with non-laundry users is usually shirts. Once the housewife starts sending shirts, she is ripe for steady solicitation on other laundry services.

A tabloid size, eight-page newspaper together with samples of various shirt campaign advertising materials was distributed among the audience. The newspaper is full of valuable ideas for the promotion of shirt sales contributed by AIL staff members.

General Manager Albert Johnson introduced the two outstanding speakers who made up the program for the government-business conference on Saturday afternoon. Harold Howe, well-informed manager of the Institute's Washington office, told the membership of "What Washington Means to You." The Honorable Everett McKinley Dirksen, United States Senator from Illinois, spoke on "Your Government In Action."

"Right now Washington is telling you how to run your business," stated Mr. Howe as he pinpointed the effects of government regulations on the laundry industry. In discussing present day controls, Mr. Howe brought a warning to the group by citing the list of penalties for violations, saying that the laundryowner who is thinking of doing business as he pleases takes a gamble that is too big.

Reporting on the latest developments to come out of Capitol Hill on wages and salaries, Mr. Howe explained the difference between jurisdiction of the Wage Stabilization Board and the Salary Stabilization Board. He also concerned himself with regulations applying to individual wage adjustments and general type wage adjustments. He listed the regulations in which information on these subjects can be found.

"We think our industry is not being treated as badly as some others," Mr. Howe said of price controls. He stated that although anything short of complete de-control will never be satisfactory, "we have been more fortunate than most industries in the establishment of our ceiling prices." Mr. Howe stated that prices in the laundry industry were easier to compute than in margin or mark-up type control regulations. He also declared that many industries have been required to absorb costs even after their prices were rolled back. "Our prices were not rolled back," he said.

In speaking of the activities of his office, and of the

combined efforts of the textile maintenance group, Mr. Howe discussed joint efforts to retain the Capehart Amendment. It was felt that this price control amendment, which allowed OPS to take certain cost increases into consideration when making price adjustments, could benefit the laundry industry. Industry representatives fought to keep this law on the books.

Also mentioned as requiring the combined efforts of all industry forces was the Air Force plan to build new plants on military establishments near areas where existing capacity could handle military volume. In regard to this problem, Mr. Howe said, "We are endeavoring to get Congress to specifically require the Air Force to consult with the commercial plants and make on-the-site capacity surveys."

Mr. Howe's closing remarks were concerned with the terrific rate at which the government is spending money. Humorously, he told of the projects sponsored by many bureaus and branches that have wasted tax funds. He warned the assemblage, however, that "government spending comes out of our pockets—yours and mine—the government doesn't have a dime of its own—it collects every cent in taxes in some form or other."

His pointed concluding remark again brought out the seriousness of the situation he had joked about: "... for your own good—for goodness sakes choose men who will at least try to be as careful with your money as you would be yourself." (Continued on page 30)



Recently elected AIL Director G. Louis ("Mike") Dodge of Fresno, Cal., United States Senator Everett Dirksen and AIL Vice-President George Johnson chaffing outside the meeting room just before the government-business conference began



**Production  
setting records**

**'round the world...**

**OPERATOR #1**  
Handles Unipress  
Sleeve Press and  
Folding Machine.

**OPERATOR #2**  
Handles famous Unipress Com-  
bination Collar, Cuff and Full  
Yoke Press, and Bosom and Body

# UNIPRESS

2 GIRL 3 PRESS

## SHIRT UNIT

**A GREATER VALUE  
because . . .**

- 30 to 35 top quality shirts per operator
- requires less floor space
- saves thousands of operator steps per day
- cuts hundreds of dollars from initial purchase
- operators are trained faster
- presses require practically no maintenance.

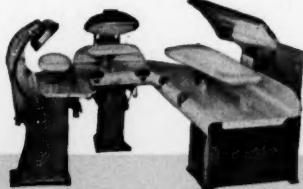
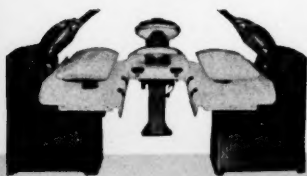
**Highest quality shirt finish-  
ing...with GREATER PROFITS**

This Unipress 2 Girl 3 Press Shirt Unit is the ONLY unit of its kind to receive the acclaim of laundry owners and press operators everywhere. Yes, even though Unipress still makes the standard 2 girl 4 press unit, most laundrymen prefer the 2 girl 3 press unit. In addition to many production advantages, the 2 girl 3 press unit saves you money by eliminating the purchase of the individual yoke press. This is possible by using the famous Unipress SCCY-B which not only irons collars and cuffs . . . but also irons FULL YOKES . . . with plenty of time to spare.

Ask for new catalog showing lays and giving press specifications. Your copy will be mailed promptly.

**THE UNIPRESS Company**

2806 Lyndale Avenue South • Minneapolis, Minnesota



**Manufacturers of Laundry Power Presses and Equipment**

**how better plant  
care can double  
your profits—**

*in the one*

## **GUIDEBOOK**

OF THE

## **Drycleaning Industry**

### **N.I.C.D.**

#### **CONVENTION GUIDE—**

Full details of program and exhibit plans for annual convention of the National Institute of Cleaning and Dyeing to be held in St. Louis, February 7-9.

### **operating guide:**

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

### **buyers' guide:**

**CLASSIFIED DIRECTORY**, listing all kinds of drycleaning equipment and supplies and

manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

**TRADE NAME DIRECTORY**, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

**MANUFACTURERS' DIRECTORY**, providing an alphabetical list of manufacturers and their home office addresses.

# **THE DRYCLEANER'S GUIDE TO GOOD MAINTENANCE**

**Tells How to Cut Wear and Tear, Reduce  
Wasteful Losses and Make More Money**

There are literally hundreds of places in the average drycleaning plant where "wear and tear" nibble at the profits. Added together they can actually wipe out a plantowner's "take-home pay." How to increase that take-home pay is explained in full in the February 1952 Guidebook of the Drycleaning Industry. This spotlight on the darkest corner of plant management will be most useful in this period of persistent shortages.

**Who performs maintenance  
Who's responsible for  
maintenance**

**What tools are needed  
Schedules for regular care  
Records and reports**

**Wage incentives for main-  
tenance crew**

**Lower production costs**

**Less supply loss**

**Reduced power, light and  
heat expense**

**Cuts in building overhead**

**Slower machinery wear**

**Better sales equipment**

**Easier administration**

**Planning layout for  
maintenance**

**Effect on employees and  
customers**

**Reduction of insurance**

**LOCAL BUYERS' GUIDE**, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

**DETAILED BUYING INFORMATION** supplied in today advertising of leading manufacturers and sales organizations; by national ads throughout the Classified and Geographical Directory sections.

**FEBRUARY  
1952  
ISSUE OF THE**

**NATIONAL  
CLEANER  
and DYER**

304 East 45th St.  
New York 17, N.Y.

20 North Wacker Drive  
Chicago, Illinois



Early on the opening day of the convention allied tradesmen held their annual breakfast meeting

(Continued from page 26)

Discussing both foreign and domestic problems, Senator Dirksen continued the session on government and business. He broke an evaluation of government activities into pre-VJ day and after, concerning himself with the latter period. Senator Dirksen was alarmed that restrictions were clamped on business before the Korean crisis. He felt that this was a trend toward more and more government controls—actually socialism “within the framework of a free constitution.”

It is up to the people, according to the speaker, to examine their contract with the Congress, and should a man fail to live up to his part of the bargain, he should be voted out of Congress. He urged his audience to be vocal in expressing itself to the government. Senator Dirksen declared that business should not be put in a “strait jacket” of government control. According to the junior Senator from Illinois, the people must evaluate their government, find out what they want, and then use their privileges under our free system to get it.

At the opening of this session Albert Johnson was presented with an award in recognition of his 25 years' service to the AIL and its members. The presentation was made by President Romeiser.

John Ward, AIL Director, District No. 6, presided at the Sunday morning sales management conference. “Hiring The Right Route Salesman,” by Dr. W. A. Eggert, chief psychologist, Lumberman's Mutual Casualty Company, Chicago, opened the session. In his talk Dr. Eggert presented the final results of the joint AIL-Lumberman's research on a test for hiring routemen. Called the Laundry Routemen's Personnel Test, the quiz has been designed to find a prospective employee's capabilities as a salesman and his accident proneness.

Dr. Eggert explained the test—how it is given, how it is scored, and how the results are evaluated. He stated that no test should be used as the sole basis of judgment in hiring a routeman. The psychologist listed seven considerations for employment: interview, application blank, credit report, history of past employment, accident record, health, and test results.

Dr. Eggert pointed out that the test, devised specifically for use with laundry routemen, can eliminate 60 percent of the misfits. It cannot, he said, give the degree of probable success. Used with judgment, it can put a better salesman and a safer driver on the route,



In behalf of the industry's young men, Walter Spallholz of Portland, Me. (left), presented gifts to Mr. and Mrs. Fred McBrien

according to Dr. Eggert. A complete report of the test with instructions for its use are included in AIL Special Report No. 194.

Henri Foussard, president of Model Launderers and Cleaners in St. Paul, Minn., was next on the program. His subject was “Selling Laundry and Drycleaning Service Together.” Using charts to illustrate the progress of Model, he cited “enthusiasm” as the ingredient needed to successfully sell. He said that selling, be it brushes, accounting forms, tape or laundry service is basically the same. In his research on sales, Mr. Foussard found that the successful sales organization was an enthusiastic group—“in love with their jobs,” as he put it. Laundry and drycleaning have been sold successfully at Model simply because enthusiasm was fused into every part of the organization, from the president down through the manager to the sales and production departments.

Mr. Foussard brought many of the “enthusiasm firers” with him, pointing out to the group the success of each. He explained Model's method of block busting, sales meetings, contests and incentives for sales and production. In this manner Model has sold laundry and drycleaning together—to the tune of \$650,000 for 1951 at the rate it's going.

Out of the country to tell about “Promoting Business



# SAVES LABOR...



• Inserting light weight, aluminum-tube partition in cylinder after load is washed.



• Unloading washed work from horizontal partitions.

*without sacrificing Good Washing!*

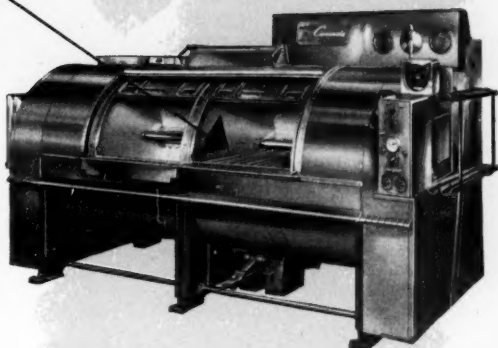
You won't compromise on *good washing*, that's certain! But if you're satisfied to make just part of the labor savings possible with Automatic Unloading Washers and Full-Automatic Controls, then here's the WASHER for YOU... the AMERICAN CASCADE with *Removable Horizontal Partitions* and Type "C" Semi-Automatic Control. It's ideally suited to the limited purchasing budget.

You get *full, open-pocket drop* of the work, which tests have proved is essential for good, thorough washing in minimum time without excessive use of water, soap and supplies.

*After load is washed*, the horizontal partitions are inserted into cylinder. Rotating cylinder one half turn then places entire load on top of the partitions, where it can be easily slid out of the washer. No stooping, reaching or bending reduces unloading time, conserves washman's energy.

The Type "C" Control automatically performs all operations for each bath, except addition of supplies... admits proper water level for bath, regulates temperature, times and drains bath. *After bath has been drained*, a light and whistle signal operator *both visually and audibly*. At end of complete washing cycle, Control *spots cylinder automatically*.

**WRITE TODAY** for free, fully illustrated literature on the AMERICAN CASCADE WASHER with Removable Partitions and Type "C" Semi-Automatic Control.



The  
**AMERICAN**

LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



Country Style," came E. E. Bishop of Dothan, Alabama, a small agricultural city in the southeastern part of the state. Formerly an insurance man, Mr. Bishop related his experiences in starting a laundry and selling his product in this rural area.

For the major portion of Mr. Bishop's talk please turn to page 44.

Four members of AIL's staff were speakers at the Sunday afternoon laundry management conference under the chairmanship of G. Louis Dodge, recently elected AIL director from District No. 4.

Ralph Yonke, manager of the Institute's laundry department, described in detail the operations of the commercial laundry plant operated at Joliet under his supervision. He urged all those in the audience to travel to Joliet the following morning and see for themselves the outstanding features of this plant in action. A. L. Christensen, manager of the production and engineering department, chose the title "Costs Must Be Cut. How?" for his talk. Formerly a plant manager himself, Mr. Christensen understands the everyday problems of management. His talk emphasized the need for simplifying laundering methods wherever possible and then standardizing on those simplified methods.

"Laundry Tickets—Manual and Mechanical Handling" was the subject of an interesting presentation by James V. Scattergood, manager of the accounting and statistics department. Laying special emphasis on the new numbered tickets now in use in AIL's laundry, Jim also illustrated his remarks with tickets used by several member plants in various sections of the country and the cost saving features of each. Samples of the various tickets were distributed among the audience.

Final speaker was William Bee, AIL route sales supervisor. Explaining that his route salesmen benefit from ideas developed on their own routes plus those offered by the Institute's sales and advertising depart-

ment plus several ideas gained from member's own plants, he gave an interesting account of a continuous training program going on under his management. He also described AIL's successful "Beat Last Week" route sales contest.

There is a moral in Mr. Bee's speech which was a fitting closing to a three-day convention devoted to the theme "Better Selling Means More Sales." He said, "Recently, we found that one of our regular customer tickets was turned in marked 'Doing own Laundry.' We personally contacted the customer and found out that she quit because she had purchased a new washer. But, during the conversation she revealed that her husband was taking his shirts to one of our competitors for finishing. Her reason: she felt that it wasn't worth bothering us for just a small bundle of four or five shirts every two weeks. We soon convinced her that no bundle is too small for AIL to process and she began to take advantage of our shirt finishing service. Now, through regular calls to this house every two weeks we have an opportunity to regain her entire family bundle."

The 1952 convention and exhibit will be held October 3, 4 and 5 in Atlantic City, New Jersey. Los Angeles has been selected as the 1953 site.

Because of the proximity of Joliet to Chicago, the day after the convention sessions concluded was designated "AIL Membership Day." On that morning the entire Joliet staff returned to the Institute's headquarters to receive the scores of laundryowners, their wives and employees who traveled by automobile, bus and train to tour the laundry plant, technical laboratories and staff offices. At the convention President Romeiser told visiting members that they owed it to themselves to make the short trip to see at first hand how this million-and-a-half-dollar investment of theirs, employing over 200 people, is operated. Judging from the number of visitors who appeared, several hundred took him seriously. ●

## Converted Truck-Ambulance Wins Official Approval

One of the features of AIL's exhibit at the recent convention in Chicago was a laundry truck which can be converted to an ambulance within 90 seconds. Equipped with six stretchers and bearing the civil defense insignia, the truck was outfitted at a cost of approximately 35 dollars exclusive of stretchers.

Shown in the photo are (left to right) Ward A. Gill, AIL's director of industry relations; Anthony J. Mullaney, director of Chicago's civil defense corps; nurse Georgene Snodgrass; and Roger Fousard, vice-president, Model Laundry, St. Paul, Minn.

It is estimated that there are 40,000 laundry trucks in the nation which could be readily converted to ambulances during an emergency. "I am told there are about 1,500 laundry delivery trucks in Chicago," said Mr. Mullaney. "That many additional ambulances could be the means of saving thousands of lives. It would be hard to overstate the value of such a contribution to civil defense."

Major Lenox R. Lohr, director of civil defense for the state of Illinois, also visited the converted truck exhibit and gave the project his wholehearted approval. "I cannot stress too strongly the



need for such help as this in civil defense," he stated.

In addition to helping relieve a nationwide shortage of civil defense ambulances, AIL pointed out the dividends such a project could pay from a public relations point of view. Such a move would win laundryowners widespread prestige among the citizens of their respective communities.

For the story of converted truck-ambulances in action see STARCHROOM LAUNDRY JOURNAL, April 1951, page 20.

# BETTER WASHING SAFER BLEACHING

**Prolonged Fabric Life = Customer Satisfaction**

To do the selling job that needs doing on potential laundry customers, we must be able to convince them that their clothes and linens will not only look better, but will also last longer — when they are sent to the laundry. Let's agree that practically nobody over-bleaches because he wants to — that over-bleaching is only a poor substitute for good washing. Let's agree, too, that to lick the problem of over-bleaching, we must make it unnecessary and obsolete — by doing a *better* job of *washing*.

## BETTER WASHING

That's where your Cowles Technical Man can help you. He doesn't believe in over-bleaching any more than you do. So he uses colloidal detergency with ESCOLITE to turn out a better job of washing — loads so clean that their color couldn't be improved by over-bleaching.

Colloidal detergency with ESCOLITE is safer and more effective because it provides millions of very tiny "fiber-scrubbers" to strip the dirt off fibers without penetrating, roughening, or weakening them.

You don't have to "burn" the dirt out with bleach. You can *lift* it out colloiddally with ESCOLITE.

## SAFER BLEACHING

Your Cowles Technical Man will point out that you can have cleaner clothes and longer lasting clothes by washing with ESCOLITE and then paying careful and consistent attention to a few simple rules for good bleach control:

1. Excessive and objectionable tensile strength loss usually results from over-bleaching.
2. Over-bleaching starts just above two quarts of 1% bleach per 100 lbs.
3. Over-bleaching is seriously aggravated by bleaching temperatures above 160° F.
4. Steam-bleaching is likely to produce pin-hole damage.
5. Over-bleaching, low-temperature bleaching, and very high pH bleaching are likely to promote excessive carry-over of bleach which will weaken fabrics in the sour bath and on ironers and presses.

For safer washing, for longer fabric life, for greater customer satisfaction, make arrangements now with your Cowles Technical Man to put your washing formulas under colloidal control with ESCOLITE. Call him today through your Cowles Dealer or write us.



*"Bleach control in the Washwheel" is discussed in further detail in a recent Cowles Laundry Tip. If you missed your copy, write us for it."*

## COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

*Cowles*

**ESCOLITE**

**ESCOL 77**

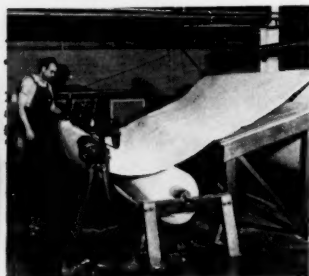
**ESCOMO BLUE**

**CHLORESCO**

**ESCOFOS**

## Step No. 5 in the Weaving of **LOGLIFE** Blue Line Apron Duck . . . Inspection

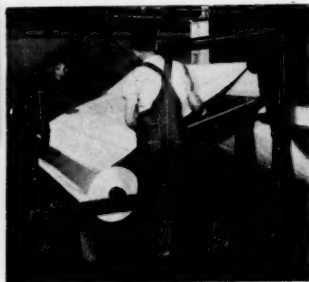
The duck is taken from the Looms and sewed end to end by what is called a Travelling Sewing Machine. Whereas on regular sewing machines the material being sewed passes through the machine, in this operation the exact reverse is true, for the machine travels over width of the cloth in order to join the rolls together.



**Travelling Sewing Machine**

As you see in the picture, the duck runs over an Inspection Table and a man is stationed at each side of the cloth to look for any imperfections or stains.

As the Warp Yarns and the Filling Yarns are checked before and during the winding process and as the cloth going through the Looms is inspected, the check-up at this table represents the third thorough inspection.



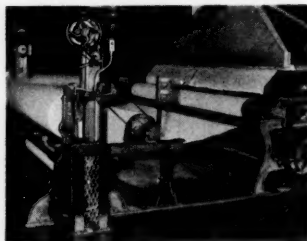
**Inspection Table**

The duck coming from this table passes over guide rolls into Brusher.

## The 6th and Final Step . . . The Brusher

The Brusher, which you will note is completely enclosed, consists of eight rollers. The first two rollers are known as Beater Rollers and they knock or "beat" off all foreign matter. The next four rolls are called the Fill-et Rollers whose function is to firmly remove all lint. The last two rolls,

the Bristle Rollers, gently brush the cloth to a smooth finish on both sides.



**The Brusher**

(Paid Advertisement)

A suction blower powered by a 7½ H.P. Motor vacuum cleans the entire run drawing off all lint and dirt into a duct that carries this waste to a sealed-in container.

The duck is then wound upon an automatic roller device equipped with a measuring dial which registers the number of yards in each roll.

.....

This completes the story of how **LOGLIFE** Blue Line Apron Duck is made and we hope shows why Tingle, Brown & Co. can confidently make our famous "Double Your Money Back Guarantee."

**HOME OF . . .**

**TINGUE, BROWN & CO.**

**GOLD LINE**

HAVE A THREAD OF GOLD

**QUALITY FABRICS**

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Gold Line Laundry Products are manufactured and distributed by Tingle, Brown & Co. Our own quality control and low-cost distribution is your assurance that Tingle, Brown Laundry Products are of the highest quality obtainable.

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# THE WALL STREET JOURNAL.

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★ ★ ★

NEW YORK, SATURDAY, OCTOBER 27, 1951

SUBSCRIPTIONS

## Washday War

### Laundrymen Find Sales Promotions Pay Off in Home-Washer Battle

By FELICIA ANTHENELLI

Staff Correspondent of THE WALL STREET JOURNAL

CHICAGO—The big commercial laundryman claims his battle with the home washing machine is taking a turn for the better.

Reason: Some fast and furious selling.

"We decided it was no use combating washing machines in the home," says Fred McBrien, secretary of Holland Laundry of Philadelphia, which has had an 8% sales increase over a year ago. "We designed our service to sell along with home washers, since about 85% of our customers own them."

He explains: "Flatwork—sheets, pillow slips, tablecloths—are still cumbersome and tiring for a woman to do at home. So we sell her on letting us do that work while she does the smaller things. We also go after the heavy stuff, like blankets, curtains and furniture covers."

Mr. McBrien's remarks are rather typical of the kind of talk heard here this week as 3,300 commercial laundry operators met in Chicago for the annual convention of the American Institute of Laundering. A majority reported things have perked up since their meeting last year, when business was on the tattle-tale gray side.

#### Some Success Stories

The drive-in Criterion Laundry in Kansas City, for example, says volume is running 22% ahead of last year. In Greensboro, N. C., Lane's Laundry finds business up 10%; in Milwaukee, Adelman Laundry is up 8%; in Pasadena, Whitehouse Laundry has scored a 12% gain; in Raritan, N. J., Gaburo's Laundry is running 13% ahead.

"We've had a substantial rise in our volume," declares Bernard Vallenga, Jr., president of Monarch Laundry Co., which claims to be Chicago's largest.

But he warns: "You won't find that true, except where companies have knocked themselves out selling. The more progressive operators are the ones you find at the convention. I predict a high mortality rate in the laundry business in the next few years, except for the guys who get out and sell."

Men's shirts are another big item the laundry operators are aiming to get out of the home washers and into their sales volume figures. Under the leadership of the American Institute of Laundering they're about to open an intensive advertising campaign urging housewives to let them do the shirts.

A "Wife-Savers" club has been a big help in ringing up a 14% sales gain over last year for E. E. Bishop, laundry operator in Dothan, Alabama.

#### How "Wife-Saver" Works

To members only, Bishop's offers to do the weekly wash for a family of four at a flat rate of \$6 a month. For a larger family, the fee is \$7. Clubs are limited to a membership of 40, and are set up in each neighborhood.

Mr. Bishop estimates a large family could easily

spend around \$12 a month on electricity and water, doing the laundry at home. "You should see them scramble to sign up as charter members when we start a new club," he adds.

Anderson Laundry & Dry Cleaners, Anderson, Ind., reports customer-getting success with a plan for doing laundry by the basket, instead of by the pound or on a per item basis.

"You'd be surprised how many women measure their week's wash by dumping it into a basket," says Kenneth E. Ballinger, president. "Under this plan, the housewife knows beforehand just how much her laundry is going to cost, and she doesn't have to worry about it not fitting her budget." Mr. Ballinger washes a basketful for \$1.59.

The only limitations Mr. Ballinger puts on the plan are that the laundryman be able to lay a board level across the top of the basket and that the contents average no more than 60% flatwork, and that the basket be the regular bushel size.

R. Scott Johnson, owner of Whitehouse Laundry in Pasadena, is a firm believer in "letting the housewife know what you're going to do with her laundry after you get it."

"We go in heavily for informative advertising," says he. "One of the greatest prejudices people have against laundries is their belief that laundries are hard on clothes. We bombard them with booklets and newspaper advertising, telling exactly what processes we use to wash clothes, to prove we don't wear them out."

#### More Offer Dry Cleaning

More laundries have been adding drycleaning service, too, under the theory that it not only supplements income but adds customers for the laundry business.

"Our customers asked for it," reports Matty Gaburo of Gaburo's Laundry in Raritan, N. J. "It certainly makes it more convenient for a housewife if she can take care of her laundry and drycleaning at the same time."

The American Institute of Laundering estimates about 80% of the nation's commercial laundries also offer drycleaning service. In 1949 only 69% had it, in 1947 only 63%.

Speedier service is another sure-fire sales scheme, say laundrymen. And behind most schemes is new machinery which not only works faster but also helps trim costs.

At the Whitehouse Laundry in Pasadena, for example, installation of all-automatic washers has cut washing time in half.

In Boston, United Laundries Co. eliminated the salary of one girl, about \$2,000 a year, by installing folding machines for flatwork. Salaries of two others, totaling another \$4,000 a year, were eliminated by installing a Sager spreader, which smooths flatwork out as it is fed into an ironing machine.

Editor's Note: The recent American Institute of Laundering Convention in Chicago drew front-page comment from the nation's leading financial newspaper. Reproduced above is what *The Wall Street Journal* had to say about the industry.



Members of the National Association of Institutional Laundry Managers heard several interesting discussions of industry problems at their 12th annual convention in Chicago last month

## Institutional Laundry Managers Hold Annual Meeting

THE 12TH ANNUAL CONVENTION of the National Association of Institutional Laundry Managers was held in Chicago on October 18, 19 and 20.

The institutional managers spent Thursday touring manufacturing plants and institutional laundries in Chicago. Following a social meeting that evening, Mr. A. F. Steffen of Swift & Co., spoke on "This Is Our Problem," a talk on his company's very successful employee relations program.

Friday was the first day of business sessions for the institutional group. President Oscar L. Ketchum called the meeting to order.

The first speaker was George H. Johnson, vice-president of the American Institute of Laundering, who spoke on "The Newer Textiles." His talk was slanted expressly to the hotel and hospital laundry managers, and he chose only those textile problems that would cause trouble in institutional plants.

Speaking of nylon, Mr. Johnson brought out the problem of yellowing caused by the excessive heat from presses. Institutional laundries are likely to have trouble with nylon nurses' uniforms, he said, and pointed out that press temperature must be carefully watched when finishing nylon. He stated also that there is no particular washing problem with this fabric. A light extraction will prevent wrinkling, and, according to the

speaker, nylon will not successfully take marking ink directly applied.

Dynel presents another finishing problem. Heat above 250 degrees F. will cause this fabric to fuse, so a hot head press or a hand iron cannot be used in finishing this fabric. Washing is no problem. A frame or air dryer is successful on dynel. A drycleaning press and fast pressing will also give good results, according to Mr. Johnson. He also said that dynel fabrics should not be tumbled, and that acetone should not be used in removing stains from dynel.

Rubber back rugs, another new textile now being marketed, will cause trouble if tumbler temperature is too high. They are liable to be set afire because of spontaneous combustion in the cement used to make the rubber stick to the fabric.

Speaking of glass fabrics, he recommended the use of short formulas and open-end washers. He also warned the group to carefully control temperature when working with resin treated washables that might turn brown as heat causes the resin to decompose.

NAILM delegates then heard a talk by Richard D. Vanderwarker, director of Passavant Memorial Hospital in Chicago. Titled "Effective Supervision Requires Skill in Human Relations," Mr. Vanderwarker's speech presented the human factors that are encountered in



Left: George H. Johnson, vice-president, American Institute of Laundering; Center: Richard D. Vanderwarker, director, Passavant Memorial Hospital, Chicago; Right: B. E. Marsh of Armour & Co. (left) and NAILM President Oscar L. Ketchum



**WHY**

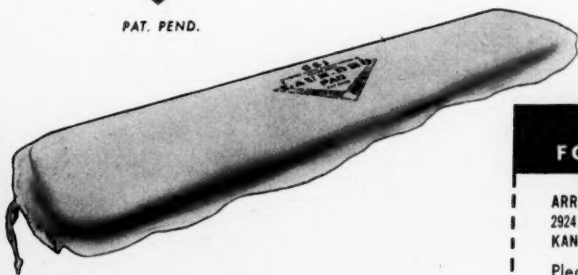
.....did 86\* out of 100 laundry plant owners who tried the sensational new **ARROW LAUNDRO-PAD** on one test press completely change over to ARROW?

**BECAUSE**

.....the revolutionary new **ARROW LAUNDRO-PAD** is America's finest perfected and proven pre-cut pad for laundry presses. It actually reduces labor and replacement costs with positive improvement in pressing results.



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**MAIL THIS COUPON  
FOR SPECIAL TRIAL OFFER!**

ARROW MANUFACTURING CO.  
2924 TERRACE STREET  
KANSAS CITY 8, MO.

Please send details on how we may test the Arrow Laundro-Pad without obligation.

COMPANY \_\_\_\_\_

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MY JOBBER IS \_\_\_\_\_

No. of Presses in Plant \_\_\_\_\_ Type \_\_\_\_\_

**ARROW****MANUFACTURING  
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supervising employees. Mr. Vanderwarker said that original personnel experiments were designed to find out effects of changes in pay, working conditions, benefits, incentives and the like. It was discovered, he stated, that "attitudes" were of prime importance, and that the human element had formerly been left out of labor-management relations.

The speaker continued by citing the four needs of the worker: (1) recognition, (2) participation, (3) a feeling of belonging, and (4) security. These needs, according to Mr. Vanderwarker, must be supplied if the employee is to develop the proper attitudes, thus reducing turnover and increasing production.

The best way to introduce change is to do it on a group basis, the speaker pointed out. It may be slower, but when the group can talk over a pattern change collectively, it is more likely to be accepted completely. He closed by saying, "Skill in human relations is a pre-requisite to good supervision."

Closing the morning session was B. E. Marsh, Armour & Company, who presented "Soaps vs. Synthetics."

Listing the functions of both soap and synthetic detergents as to (1) removing soil, (2) preventing redeposition of soil, (3) preventing excess loss of tensile strength and (4) economical performance, Mr. Marsh told of the latest results of his company's testing program on the two types of products. Following this talk, an active question period took place.

After a luncheon recess, Arthur F. Hornickel, vice-president of NAILM, presided at the afternoon session. The group heard talks by Mr. Paul E. Lefton, general manager, Schroeder Hotels, Milwaukee, Wis., on "The Importance of the Laundry to the Over-all Operation of a Hotel"; by Thomas A. Foster of the U. S. Public Health Service on "Production of Health and Medical Supplies in the Current Emergency"; and by Norman Bailey, assistant director, Michael Reese Hospital, Chicago, on "The Personnel Department Looks at the Laundry."

Saturday's activities were confined to a morning business meeting and the annual banquet and entertainment in the evening. ●

## Letters to the Editor

(Continued from page 9)

### Importance of DO-MRO Ratings

Dear Editor:

With the growing scarcity of materials in most lines including the laundry business, the writer cannot seem to understand why customers refuse to certify on their orders the correct DO-MRO or similar rating. This is very essential today.

There is very little bookkeeping to be taken care of. So many people fail to realize the importance of this plus the fact that we are in a definite war and that they must in turn realize it and cooperate with suppliers and manufacturers. I particularly find the hospital group being harder to convince with the necessity of a rating.

The writer's purpose of this letter is that perhaps in some editorial in the near future or in some sort of a special memorandum that this very important fact will be called to the reader's attention.

W. A. Mitchie, Sales Manager  
Revolite Division  
Atlas Powder Company  
Stamford, Connecticut

Commencing with our February, 1951 issue we have endeavored to keep readers informed with regard to the regulations emanating from Washington which are pertinent to our industry. Each month this material has appeared under the heading "On The Mobilization Front." Naturally, it has been impossible to quote in full the text of each and every regulation. We have referred our readers to the source of the information where complete details may be obtained in every case possible.

Reader Mitchie refers to Controlled Materials Plan Regulation No. 5 which prescribes, among other things, that the following certification must be written by the purchaser on every purchase order for maintenance, repair and operating supplies:

"MRO or DO-MRO

"Certified under CMP Regulation No. 5

"Signed \_\_\_\_\_"

For a description of CMP Regulation No. 5 and the list of materials concerned, the reader is referred to the August, 1951, issue of STARCHROOM, page 7, and preceding issues.—Ed.

### Building Suggestions Needed

Dear Editor:

We have received your STARCHROOM LAUNDRY JOURNAL for the past 15 years and we are happy to say that in each issue we have found a wealth of information and solution to problems that arise in the industry. Your editors are to be complimented on the selection and presentation of articles that would be of value to the industry as a whole. Again may we say thank-you.

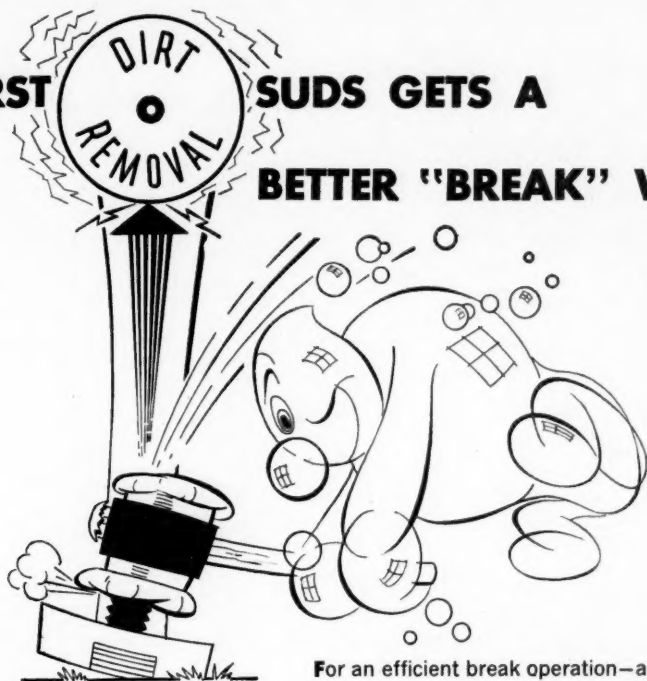
Now we have a problem of our own which we would appreciate some help or suggestions. It is our intention to build a new building within the next two years and at this time we are gathering material of suggested layout plans and building styling. We would appreciate if you could give us some information where we might write for such help.

The laws in our own particular province call that any building over the value of ten thousand dollars must be drawn up by a resident architect. Plans drawn in the United States are subject to the approval of our local Provincial architects, so you can appreciate the fact that it is impossible for us to buy plans in the United States and then have to pay for another fee here in the province of Alberta. However, it is our wish to get as many ideas of plant layouts, either in full drawing or sketch plan . . . Any help or suggestions that you may be able to give us will be greatly appreciated.

H. J. Templeton, Manager  
Lethbridge Laundry & Dry Cleaners Ltd.  
Lethbridge, Alberta

A copy of STARCHROOM'S "Laundry Plans and Layouts" has been mailed to our good Canadian subscriber.—Ed.

# YOUR FIRST SUDS GETS A BETTER "BREAK" WITH BREX!



## Fits any Formula

Brex is adaptable to any washing formula. Use it for the "break" on white work, shirts, colors, linen supply.

100% soluble, made of all active material, Brex gives you the same efficient detergent action whether you use the convenient "dry-to-the-wheel" method or in solution.

For an efficient break operation—and economy—you need more than alkali alone. You need the right amount of good soap stock to emulsify and remove the maximum amount of soil.

Brex—a complete first suds detergent—contains just the right amount of soap needed. The high titer soap stock in Brex is the finest obtainable. Because Brex removes so much soil in the break operation, subsequent suds baths are better able to remove ground-in soil. Brex cuts soap consumption—saves you money.

Try Brex. It's made to order for today's quality-conscious laundries.

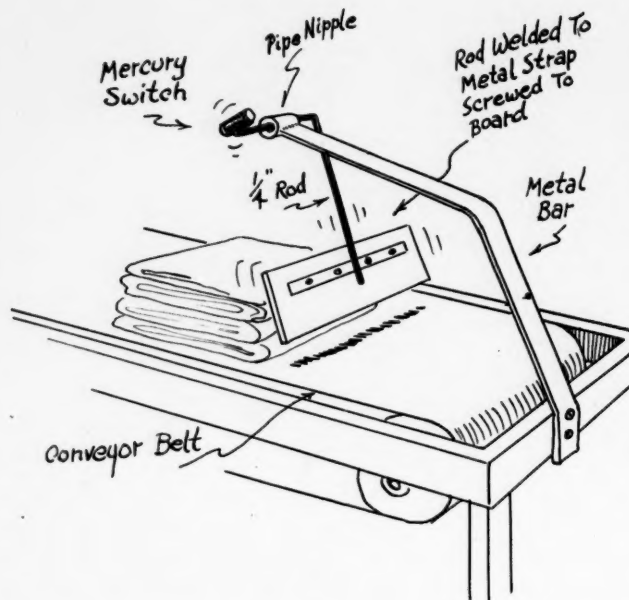
# BREX

Brex is a product of the makers of Amber, Oxonite, Cold Water Oxonite and Ivory.

*Procter & Gamble* CINCINNATI, OHIO

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

## Rhapsody in Bellew



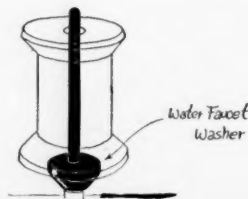
### Mercury Switch Stops Conveyor

From Aeme Laundry in St. Louis comes a simple little deal for controlling the conveyor belt that feeds finished work to the wrappers. Seems their engineer, August Chattillion, had an extra mercury switch on hand which he felt might eliminate a lot of maintenance work which was required on the control they had been using.

A metal bar is fastened to the conveyor frame to hold an I-shaped length of 1/4-inch rod, which is welded to a piece of metal strap which, in turn, holds a 6 by 18-inch length of board across the end of the conveyor belt at the wrappers' station. (If this isn't crystal-clear to you, look at the drawing and forget about the description.)

A small pipe nipple welded to the end of the metal bar supports the rod holding the board. The mercury switch is fastened on the end of the rod, with the wires running down the main support bar to keep them out of the way of the operators.

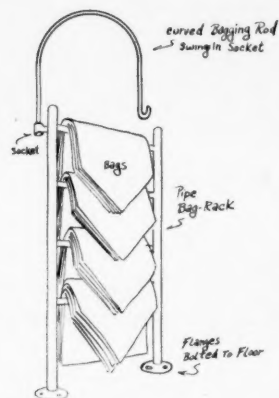
Now when a stack of work comes along and swings the control board back, it tilts the mercury switch and stops the conveyor. Advantage of the mercury switch lies in the fact that a heavily loaded conveyor, which keeps moving from its own momentum for a few inches past its normal stopping place, can't harm the control since the rod has a large enough arc of swing to keep from getting bent out of shape.



### Brake for Spool

Sometimes, on the older sewing machines, the spool of thread will start revolving too freely and cause

a tangled situation when the machine is stopped suddenly. I've been told this trouble can be eliminated by slipping an ordinary water faucet washer over the little rod that holds the thread spool. With the small end of the washer making contact with the top of the machine, there is just enough drag from the weight of the spool to keep it under control. Rubber washers will serve the same purpose, but there is generally too much rubber in contact with the machine, which often breaks the thread.



### Garment Bag Rack

While most of the conventional garment baggers will do a fine job in a cleaning department, the need often arises for bagging garments in a very low ceilinged room. Here's an idea found in a small pick-up store in St. Louis, where an operator was bagging garments in a room with an eight-foot ceiling.

Like many plants they had a home-made garment bag rack made out of a pipe frame, with braces across at intervals to hold the bags. Instead of the long bagging rod down from the ceiling (which was too low for this purpose) they had a U-shaped rod with a hook at the free end. The other end of this rod fit into a pipe fitting socket at the top of one of the rack sides. Running straight up as near to the ceiling as possible, this rod then curved over and down to a point

*The leader for 19 years...*

*and STILL*

**AMERICA'S  
OUTSTANDING  
PERFORMER**

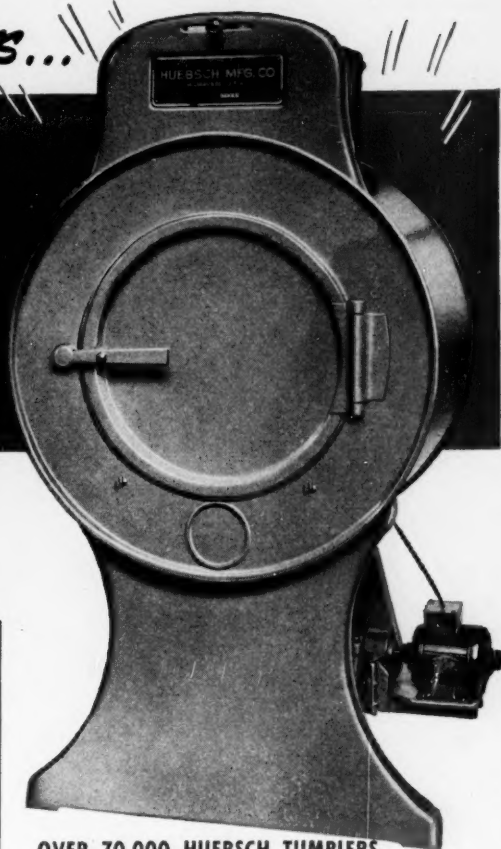
# HUEBSCH

## OPEN-END TUMBLERS

● Introduced in 1932, Huebsch Open-End Tumblers promised to revolutionize the laundry and dry cleaning industries. *They have.* Today, with more than 70,000 in use, Huebsch Tumblers are *standard equipment* all over America.

Huebsch Tumblers meet the demand for efficient dryers that cost little to obtain and little to maintain. You are not asked to pay a high price for unnecessary gadgets, expensive chrome plating or dirt-catching streamlined envelopes. You pay only for performance—and Huebsch gives you *lots* of it.

That's why Huebsch has made and sold more tumblers than all other manufacturers combined—and that's why it will pay you to ask your Huebsch representative for complete details. Or write us direct.



**OVER 70,000 HUEBSCH TUMBLERS  
IN USE! HERE'S WHY:**

- Faster drying at lower cost
- Easier and faster to load and unload
- Low initial cost, low maintenance cost
- Choice of four sizes:  
36"x18" 36"x24"  
36"x30" 42"x42"



**HUEBSCH**  
Originators

### INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

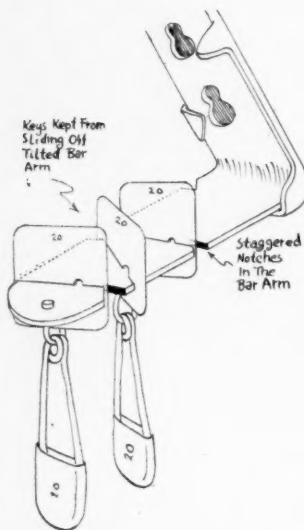
Makers of the famous Huebsch Handkerchief Ironer and Fluffer    Pants Shaper  
Automatic Valves    Feather Renovator    Double Sleeper    Collar Shaper  
and Ironer    Garment Bagger    Cabinet and Garment Dryers    Wash-  
meter    Hosiery Ironers    Spring-Type Filter.



within easy reach of the bagging operator.

The bag was then pushed up over this rod until it curved back down towards the socket, the garments were hung on the hook-end and the bag pulled back down over the garments. Crude perhaps, but effective in this case.

When not in use the rod can be swung back parallel with the cross bars on the bag-rack so that no one will beat his brains out on the hook end.

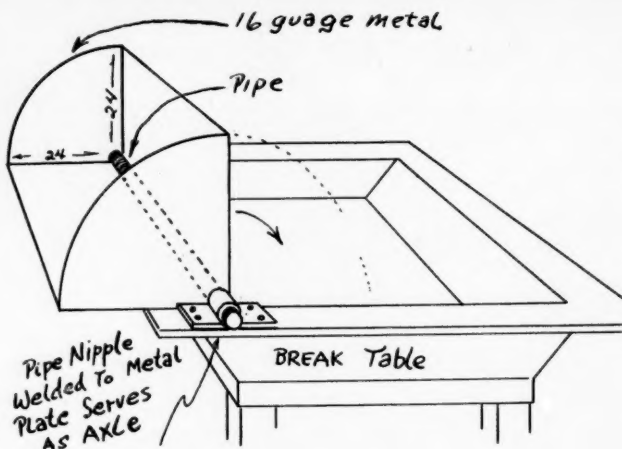


### Notches Prevent Keys From Sliding

Here's one that may come in handy for you operators who find bundles slipping off the bar-arms when the load is extremely heavy.

To keep the pin keys from slipping off when the trolley tilts from heavy nets of garments, the Rudmans at the Acme Laundry have cut notches in the bar-arms. These notches are staggered on each side of the bar so that no two are opposite each other. When the trolley tilts, the key catches in one of the notches and is turned at a slight angle to the bar-arm. This angle holds the key tightly in the notch, effectively preventing further sliding.

The notches don't interfere in the least with the hanging of the bundle, since there is nothing to catch on as long as the key is in the normal crossway position on the bar-arm.



### Tilting Bin for Break Table

In order to keep the bundle boy from tossing a bundle onto a break table when another bundle is being processed, thus adding to the chances of a mix-up, here's a little preventive medicine. A metal tilting-bin is fastened to the back side of the break table in which the bundle boy places a single bundle. As the operator finishes with a bundle, she tilts the bin towards her and the new bundle falls onto her table. Then she returns the bin to its original position, in which it faces away from her. Any time the boy sees an empty bin in this position he knows it's time to deliver another bundle to that operator.

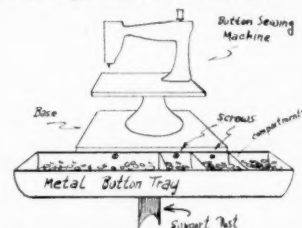
Made of 16-gauge metal, the bin is two feet high and two feet wide, running the length of the table. A pipe through the lower edge of the bin extends out to be held in place at each side of the table by axles made of larger pieces of pipe welded to small metal plates. Bundle mixing at this point has been eliminated.



### Soap Drums in the Call Office

Hampers and baskets are swell for moving laundry about the plant, but there are times when an office is just too cramped to permit their use as receptacles for incoming work. Lately there have been

a growing number of operators putting those fiberboard soap drums to good use for handling shirt bundles and small orders of incoming drycleaning. These drums fit into spots where you can't use a basket, and as soon as they are filled they are transferred to a basket or hamper outside the office. A girl can handle a counter a lot faster if she doesn't have to step out of the office to get rid of each bundle.



### Handy Button Tray

Harry Rudman was very patient with me in explaining the various items that intrigued me, but he didn't think this one was worth printing. Just to prove there are a lot of plants that could use it, here goes, and I hope someone writes and thanks him for the idea. Most laundries using those standup button sewing machines for the shirt units are loath to stick a cabinet alongside the thing just for the sake of holding the necessary supply of buttons. At the Acme, there is a long compartmented baker's pan fastened at the side of the sewing machine. This pan holds a lot of buttons and is really handy for the operator of the machine, since all the buttons are in sight and ready for use. ●

Fiberboard Drum  
For Shirt Bundles,  
In Offices Lacking  
Space For Hampers

*Chemicals you live by*

## CONSIDER SUGAR.. IN THE BOTTOM OF A CUP!



### It's wasted...

It goes down the drain because it did not dissolve in time to go to work.

Now consider the value of rapid and complete *solubility* in washing compounds. DIAMOND laundry compounds are entirely soluble—but FAST. Take just DIAMOND Orthosilicate. It has been outstandingly successful in the linen supply business. One reason is its speed. It's all dissolved in seconds after it hits the water. This permits shorter formulas.

And DIAMOND compounds dissolve *completely*! You get every penny's worth of work out of your dollars.

DIAMOND compounds dissolve *much faster* than most others. Let your DIAMOND Technical Serviceman demonstrate the DIAMOND line of laundry compounds in your own washroom. One out of the line will prove to be exactly right for your water and soil conditions. The DIAMOND line is large enough to cover every condition in all parts of the country, and all types of laundries. Check it yourself and see how much you can save when you use a quick-acting, completely dissolving DIAMOND compound.

#### DIAMOND DETERGENTS

Balanced for the Laundry Industry

Metasilicate	Ortholate
Supersilicate	Paralate*
Orthosilicate	Paralate S*
Metilate	Hydrobreak*
Alkalate*	Hydrolate

O & W Compound\*

#### SOURS

Safety-Linen*	Septo*
Carbo*	Econo*
Double Duty*	

#### BLUES

Liquid Blue R (Red)	Liquid Blue G (Green)
------------------------	--------------------------

\*G

DIAMOND LAUNDRY DETERGENTS • SOURS • BLUES

DIAMOND ALKALI COMPANY... CLEVELAND 14, OHIO

DIAMOND



CHEMICALS

## Promoting Business Country Style

By E. E. BISHOP  
Bishop Laundry, Dothan, Alabama



### Bishop's "Pattern for Success" in getting started:

1. Select good location for drive-in service.
2. Arrange adequate financing and accounting.
3. Build an inviting place of business, both for public and employees.
4. Have plenty of water and steam pressure.
5. Locate machinery for continuous flow of work.
6. Train press operators from scratch in accordance with AIL and NICD.
7. Get methods accounting set-up on proper basis.
8. Let the public know you are in business.
9. Serve the public promptly and courteously when they try your service.
10. Be ready on opening day.

BEFORE WORLD WAR II I was in the casualty insurance business in Atlanta, and through my business I had the privilege of meeting many laundry and cleaning plant operators. While I had no opportunity to learn anything about producing laundry and drycleaning, it was easy to see why one man was a successful operator while his neighbor was able to eke out only a bare existence. While in the insurance business I met one of the most modern, aggressive laundry and drycleaning plant operators in the South—Cliff Morgan, who owns and operates Morgan Cleaners and Laundry in Decatur, Georgia.

After the war I consulted Cliff about going into the laundry and drycleaning business. The result was a 3-way partnership between me, Cliff Morgan and my brother-in-law, Joe Wright. Wright had just returned from military service; he had never had any business experience and had never seen a laundry plant in operation so we made him the third man in the partnership.

We opened on January 6, 1947, after a full year of building and installing our plant to do \$3,000 per week. After the third week of operation we broke even. After 90 days we showed a profit which has increased steadily since that time. Today Bishop Laundry and Cleaners has a large percentage of the laundry potential in the area.

About 65 percent of our business has been developed through the "Drive-in" feature of our plant. We thought cash-and-carry was a better deal so we opened as a cash-and-carry plant and in all of our advertising we

played down delivery service and played up cash-and-carry savings by offering a discount and quick service.

Since we had turned our accounting problems over to J. R. Wilson & Company in Atlanta, his staff showed up to install their simplified system for smaller plants to be handled on a mail order basis. Then we began to learn something about percentages which have been an ever present important item in our list of guides for better operating and more sales.

For opening day, we felt we were ready to receive the hordes expected to stampede us as the result of a series of very large ads in the local newspaper. We outlined in these ads the many attractive features of the plant, invisible marking, convenient Drive-in, two new trucks, new equipment throughout and a letter of thanks to the many persons and firms who had helped us get started. We had things pretty well under control on opening day and with the cooperation of all hands we welcomed a very satisfactory number of customers.

Joe Wright manages the production room and I take care of the advertising, sales, public relations and all the rest. We have practically no labor turnover because we keep our employees enthused and informed of what we are doing to promote business. We also pay them well—far more than most of them would receive working elsewhere in the community.

It might be interesting to take a look at our sales since opening day:

	1947	1948	1949	1950
Laundry .....	\$77,000	\$109,000	\$109,000	\$124,000
Drycleaning ....	26,500	28,000	38,000	48,000
Storage .....	—	1,200	1,200	2,200
Advertising .....	1.8 %	2.2 %	4.8 %	5.3 %

(Continued on page 46)

Editor's Note: Taken from a speech delivered at the recent AIL Convention in Chicago, this article describes how Mr. Bishop started from scratch in 1947 and built a profitable laundry and cleaning business in Dothan, Alabama. The site was selected for both personal reasons and the fact that a laundry burned to the ground there while he was looking for a place to build. Dothan is a city of 22,000 people with 6,502 homes. The area is principally agricultural, although some industry is coming in. When Bishop Laundry & Cleaners opened, there were two laundry-cleaning plants and seven other drycleaning plants operating in the town.

# Perfection of Finish is the *Winning* Answer to Competition



The competition of launderettes and home washers is tough . . . as you well know! But, Red Edge Knitted Padding offers you a powerful weapon against this competition—it's simply perfection of finish. When you show housewives the beautiful work you turn out—shirts, finished just right with collars and cuffs crisp and precise . . . flatwork satiny soft and smooth—you'll push other laundry methods right out of the picture!

Only *Knitted* Red Edge Padding has built-in shock absorber action which protects fabrics from excess pressure, and saves wear and tear of machines. It's extra long lasting, too, to stretch time between changes. So try resilient Red Edge on all your presses and flatwork ironers, you'll do your finest work ever, and do it more efficiently!

## RED EDGE Knitted Padding

(Continued from page 44)

For 1951 up through the 9th period we show laundry sales of \$92,000 and drycleaning amounting to \$40,000. We have a quota of \$500 weekly increase for 1951 and to date our increase is \$478 weekly.

Cliff Morgan sold out his interest to me a short time after we got underway, so it fell my lot to weigh the various advertising media and chart the course of our sales. It has always been uppermost in our minds that customers will come back to a plant that gives good work consistently and provides courteous service along with it at a fair price. The figures you see for 1947, incidentally, were built around a 60-cent price for drycleaning suits and a full finish laundry bundle at seven cents per pound with 14 cents added in for wearing apparel finishing, nothing extra for shirts. Our prices today are 70 cents for suits and eight cents per pound with 18 cents added in for wearing apparel, plus five cents extra for sport shirts. Our bachelor price of 15 cents on shirts today is the same one we started with in 1947.

Before we talk about advertising media, I want to say that **we favor building morale within the plant as a means of maintaining good production, good work and promoting of sales. We think our employees believe in us and we make every effort to see that we don't let them down. We also believe they won't let us down.** They know, as the public knows, that we take part in every civic undertaking of any consequence in the community. They know that we believe in promoting the church as a means of building better people in the community. They know that they need not be apologetic when asked the name of the firm they represent or work with.

When they measure up to our standards they are encouraged to better themselves at every opportunity. We have paid \$500 to enroll five of our key people in Dale Carnegie Courses in our city. We have had a dozen or more take courses at night from the State Department of Education Itinerant Instruction, in sales work, job instruction training, job relations training, and a wonderful study of man-made fibers. Even now we have three key people enrolled in a speech course sponsored by the Department of Education, meeting two nights a week for five weeks. They learn to be sure of themselves in this way and get to associate with people in all lines of business through these means.

From the very beginning we felt that one of the most important attributes to sales and good public relations is the proper handling of claims. Our claims run from  $\frac{1}{2}$  to  $\frac{7}{10}$  of one percent, and they have never exceeded that amount since we've been in business.

Our counter girls in the call offices handle all claims unless it is something very strange and unusual. They are trained and have complete authority to discuss complaints of every kind with the customer—whether it's a loss, damage, or gripe on service, quality, etc. **Over two years ago we decided to pay every claim in full—whatever the customer asked regardless of cost. At the end of a year we found no increase in the percentage of claims.**

First and foremost our sales volume has increased because we merchandise and advertise constantly—a planned year-round sales and merchandising program.

Our trucks are painted white with green lettering and carry posters at all times in line with seasonal items. Other promotion features include neon clocks in each theatre in town; clocks at our two branches; a large sign in the ball park where high school football games are played; listings on the hotel blotters of two hotels in Dothan; and one or two benches around town at bus stops. At Christmas we buy barrels of lollipops for youngsters from 1 to 75 years of age. Our call office clerks and routemen give pot holders to their customers during this period too. We also use advertising pencils and emery boards, printed bags, bundle stuffers, cellophane wrappings, sweater boxes, shirt pax, shirtainers, and nearly anything else the supply men have to offer.

In the use of newspaper advertising, we know we get excellent coverage. **We feel our best results come from large ads which we run not too often. The wording is as short as possible, but amply descriptive, and the price is stated in bold type, letting the customer know it to be a bargain that requires immediate action.** We carry newspaper advertising on annual contract.

We have three radio stations in Dothan. At times we employ the use of two of them. Right now we buy three weather spots daily at 7:50 a.m.; noon and 6:00 p.m.; and have done this for two years.

#### Advertising-Merchandising

We like to refer to our advertising for sales as merchandising. It certainly seems to me that **we should pattern a great deal of our advertising after the retail merchant, particularly the department stores. We have slump periods just as the merchant does, and we need to hit those periods hard with some sort of out-of-season promotion.** Right after the holiday season, at Christmas, and July 4th, is rough with us. Our blanket and spread sale is held each year following July 4th. People call up in the Spring to know if we plan to have it again, so they may save their blankets to take advantage of it. This year we received nearly twice as many items in a ten-day period as we got last year. One routeman with a quota of 150 brought in nearly 400.

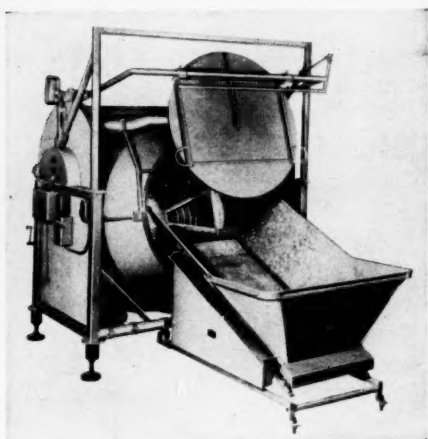
All of us should read the ads of the retailers and make sure the advertising man knows what our problems are when he designs an ad for us. You may not be able to block the ad to have eye appeal, but he can get it in shape if you acquaint him with what you have to offer.

For our 1950 sales program, we began planning for the year in the late fall of 1949 with the knowledge of no increase in laundry sales for that year being a strong probability. We had good luck in concentrated effort in drycleaning sales for 1949 so we decided to launch a full year of extensive sales planning for more laundry



"O. K. So I knock on the door and ask for laundry or drycleaning. Right? ... what if no one comes to the door?"





# NOW The Purkett "72"

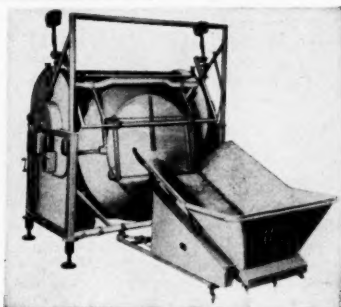
## Warms & Mellows

**Yes, It's Heat Conditioned,  
YET IS NOT A DRYING TUMBLER**

Heated to warm and mellow the goods while tumbling, produces softer, fluffier, warmer goods ready for ironing. While tumblers in the past have almost duplicated hand shaking, the addition of heat conditioning makes mechanical shake-out machines even more efficient than hand shaking. The mechanical action of the tumbler breaks up the tightly compressed cakes coming from the extractor. Warming the goods softens and mellows them so that the pieces straighten out by their own weight without hand shaking.

### FEATURES:

- Enormous Capacity
- Eliminates Hand Shaking
- Warms Tumbling Goods
- Automatic Reversing
- Unloads Without Choking
- Loads, Unloads Non-stop



Door closes cone opening to retain heat. Door opens automatically when operating unloading lever.



Door remains beyond sweep of cylinder until cylinder returns to loading position.

The 72 "Bigmouth" holds one-half load of a 54" removable basket type extractor in its tumbling cylinder and the other half in its big conveyor

loader. Tumbling cylinder swings low on loading side and high on unloading side. Can keep up to FOUR flatwork ironers BUSY!

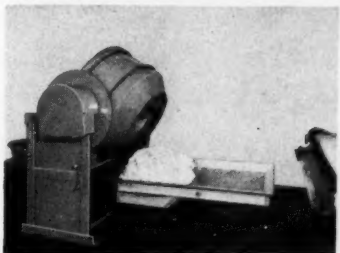
### HERE'S THE NEW "48" BIGMOUTH

Keeps any one flatwork ironer busy to capacity. Eliminates many unnecessary movements in your flatwork production. Heat conditioning works miracles. Now mechanically tumbled goods are better conditioned than hand shaken goods. The most efficient tumbler on the market today with its 32" cone opening and large capacity. Holds up to 60 lbs. of small pieces—45 lbs. of sheets. Unloads maximum capacity of sheets without twisting or choking. Has all the same unique, labor-saving features of the "72." When you speed up the general operation of your laundry and save labor at the same time, you have a piece of equipment that certainly is a major factor in enabling you to show a profit in these times.

For complete details and specifications of both models 48 and 72, write to any major laundry machinery manufacturer or . . .

**PURKETT MFG. CO.**  
**JOPLIN, MISSOURI**

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



on the new 80 Percent Finish plan and to invite the public to try laundry and drycleaning service together under the same roof.

In 1950 we bought a 15-minute morning program of recorded requests on one of our three stations with a chap who had a good line of chatter and much fan mail, along with a house full of kids at home. We got him into the plant, sold him the service, gave him the picture of the laundry story and coached him in the big things to bring out in addition to the bargain price.

We get nine cents per pound, with a dollar minimum and eight cents additional for ironing shirts and pants and overalls, all flatwork, sox and handkerchiefs are finished in the basic charge. Of course, we had some customers who were spending eight to ten dollars per week who switched to the cheaper service with much delight. However, our idea is that not many people in our part of the country can afford to spend that much for laundry service, so we believe we saved the appliance dealer the trouble of making a good many sales by coming out with this bundle. We ran this program for all of 1950 five days a week; as of today 50 percent of our family type bundles are 80 Percent Finish with a 19-pound average bundle bringing \$2.50 per bundle or 13 cents per pound. Strangely enough, our family finish bundles now average 19 pounds in weight too with an average bundle revenue of \$3.17 or 16 cents per pound. I leave it to you which bundle we make the most money on with just a three-cent per pound difference in the two services.

In family finish, we give a good machine finish job on the entire bundle including all children's dresses, blouses, etc. Our price is eight cents per pound with 18 cents additional for finishing the wearing apparel. We add on five cents extra for sport shirts. We pay \$2 per hundred for shirt finishing and our wearing apparel operators earn from 45 to 75 cents per hour on our incentive plan based on AIL points. Our productive labor will run between 21 and 24 percent.

#### Plans For the Year

January presents the problem of getting over a holiday period. We started off in 1950 by buying three weather spots daily on another radio station, 7:50 a.m.; Noon and 6:00 p.m. We wrote ads promoting the ease of carrying drycleaning and laundry together. We broke this up during the year to cut in our special promotions from time to time.

In January we hired a professional to come in and put on his fountain pen deal. It works like this: He hires some local girls who canvass any area you wish. They knock on the door, state that they are with Bishop Laundry & Cleaners and ask if the housewife is a customer of Bishop. If she says yes, then the girl asks if the housewife would care to comment about the service and thanks her for her patronage. The card with the comment is turned in to us at the end of the day. If the answer is no, the canvasser offers to give the housewife a nice pen in exchange for a trial order of drycleaning. The professional man furnishes the pen, and we give him the amount of the sale as payment for all services. Our routeman returns the order and collects, but makes no commission on that deal. Our plant was swamped within a week and we had to stop the activity. We retained many of the customers secured this way and made notes of the methods employed, for future action on our part.

In February we launched our pride and joy, a 60-day fun and profit contest which we called our "Shirt Pax" campaign. We ordered 52,000 shirt pax printed in the following manner. We had 10,000 printed with each of



"That's a mighty fine budget son. Now all you have to do is figure out where we'll get the money to operate it."

the letters in the name "Bishop" except the letter "I" which was limited to 2,000. We advertised that we would use these boards on dress shirts during the 60 day period and every time a customer spelled out "Bishop" they could turn in the boards to our office, or give them to the routeman, and receive a card good for \$1.80 in free drycleaning to be used by July 1st, 1950. Therefore we advertised to play for fun, try to get the boards to match up, and profit by being a winner of part of the \$3,600 in free drycleaning. Of course, the customer who had lots of shirts, won several times. Isn't that what we wanted to do, to give a reward to our profitable customers, and let her take the reward in what we were trying to sell—drycleaning? From our figures, we can see it paid good dividends. In the closing period of the contest, we actually had a customer run an ad in the paper offering to swap the letters "HOP" for three "I's" in the Bishop contest. It was certainly a natural in producing business and keeping our customers happy.

The activity kept us busy until the 1st of July when we put on our "Customer Appreciation Sale" of blankets and spreads. We offered to wrap in cellophane all blankets received for drycleaning in a ten-day campaign at a price of 71 cents, two for \$1.34, and to launder cotton blankets and spreads for 34 cents each during the same period. We used radio and newspaper in a big way again, gave quotas to our routemen and call offices, and put up prize money for good results. We received 848 items during a period which normally is wasted right after a holiday.

In August we came back with an "August Tie Campaign" in which we offered \$100 in cash prizes for the loudest, most sentimental, most romantic, oldest, and most artistic tie, entered in an exhibit at our main plant. We had some attractive entries, paid off the winners, and saw more ties in the plant than we ever dreamed of. Many of the folks said they didn't even know a tie could be cleaned. We do a great many ties every week now as a result of the campaign.

In September for back to school, we purchased special diaries and gave one to each girl who would bring in a skirt and sweater in September during our "Skirt and Sweater" campaign. We began wrapping the sweaters at that time in cellophane, a practice which has brought much favorable comment and business.

Interest kept running high until we reached the fall season, where we normally expect drycleaning to pick up and storage to come out of the vault to liven

**Pick up production—**

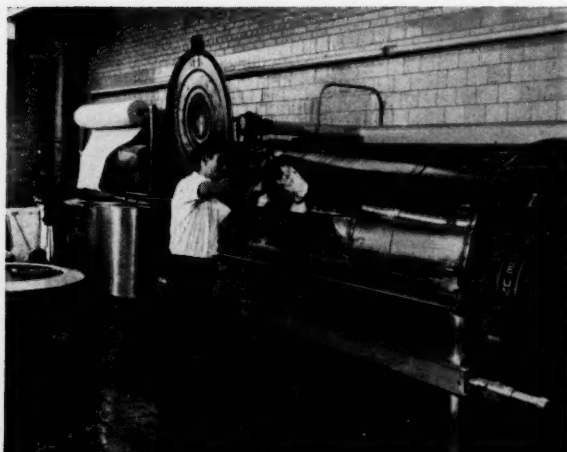
**with *New* RINTEX**

Here at last is a heavy-duty soap-and-alkali compound for plants after high washroom production. Wyandotte Rintex is new and improved. It contains special high-grade soap, selected alkalies, wetting agent, grease solvents, and Sodium CMC, the organic booster that provides extremely high detergency and soil suspension. This makes Rintex ideal for heavily soiled family and linen supply work.

Easy to use, Rintex can be applied as a complete

soap-and-alkali product throughout the formula. Or it can be used as a break powder, building the desired suds level. Economical to use, Rintex shortens washing formulas and steps up quality, saving time and supplies. Why not ask your Wyandotte Representative or Supplier to show you how Rintex can pick up your production.

P.S. — If you have a washroom problem of any sort, write Wyandotte for free technical information and service.



*"Cleaning  
the  
World"*

**THE WYANDOTTE LINE—builders and detergents:** Arlac, O-S, Choctaw, Apache, Pawnee, Yellow Hoop, 33, Color Spark, Rintex, Skortex, Clomak; **sours:** Sourflo, Klera-Cid, Sour-Tec; **deodorant:** Steri-Chlor. **In fact, specialized products for every cleaning need.**

**RINTEX**

**a complete soap—a break powder**

**Contains Sodium CMC—a new detergency promoter**

**Holds up in high-temperature washing**

**Has high detergency and soil suspension**

**Is especially suited for heavy soil**

**Can be used as complete soap and alkali throughout formula**

**Can be used as break powder with stock soap solutions**

**Is easy and economical to use**

**WYANDOTTE CHEMICALS CORPORATION**

Wyandotte, Michigan • Service Representatives in 88 Cities



**Wyandotte**  
REG. U.S. PAT. OFF.



"Mr. Johnson, would you be interested in buying your alkali 'direct'?"

up the picture a bit. This finished our promotions for the year. However, at Christmas time we passed out the pot holders and lollipops to the faithful as per our custom.

Let us refer now to the results of our promotional activities, plus a year of solid concentration on 80 Percent Finish and drycleaning and laundry services going together. For the year 1950, we wound up with 12.8 percent increase in laundry, 26.8 percent increase in drycleaning, and 83.3 percent increase in storage—with an increase in advertising costs of 0.5 percent. Did we get our money's worth?

#### A "Wife Saver" Club Experiment

From our advertising of the non-glamorous, back breaking features of home washing we have decided to capitalize on the wife saving aspects of our business. On September 1st of this year we opened a set-up in a branch office across town from the plant to do Bishop's "Dry Fold" Service. It had formerly been a washateria with home-type machines. Realizing that many of our people think all commercial laundry services are too high and that they are careless with clothes, we decided to buy four small, open-end washers, a 20-inch extractor, and two gas-fired tumblers, and come out with Bishop's "Dry Fold" at eight cents per pound to reach the group who have been prejudiced against commercial laundry service.

We approached a minister of a church near our new plant, assured him we could have a survey done commercially, but would rather pay more to have neighbors call on neighbors to get the information desired. We told him we'd give any organization in his church \$250.00 to call on homes in the area, not already our customers, and fill out a minimum of 250 cards, but we hoped they would see fit to turn in about 500 cards, which was our goal. He accepted immediately for the young ladies' Sunday school class, and they visited the plant to see how it worked. We invited them to use the service themselves free of charge before going out.

We told them that we were going to form a "Wife Saver Club" and suggested that, for an experiment, we would wash a bundle of clothes every week during the month of September for each family of four or fewer at \$6.00 for the month if paid in advance. If the family was larger than four members the charge would be \$7.00 for the month. Also we said that all who joined in September as our charter members would be allowed to keep that service rate for five

more months and, if they were paid up members for the entire six months, they would get the seventh month free.

We wanted some business and a lot of talk in a hurry, and we got both. We got 43 charter members for our club, and it is so appealing that we have decided to sell 50 memberships on the same basis except for giving the seventh month free. Naturally we got some large bundles, but again we think that is the best advertising we can get. On the third Monday in September we had 63 bundles in the house, which was the biggest day since our opening. Our revenue for the day was seven cents per pound average including the "Wife-Saver" bundles.

The "Wife Saver" bundles offer these advantages from our standpoint:

1. We can influence them to come in on off days to protect their advantage from a price standpoint.
2. We can save steps by getting paid just once a month in advance.
3. We can insure a steady income for the plant.
4. We can go to Mrs. Housewife and tell her there are no strings attached to the deal, that she can have anything washed that's washable, every week, at no extra cost.
5. We can put a real salesman out telling Mrs. Housewife all about laundry service, discuss her clothing maintenance problems and let him come back with a sale in his pocket instead of a promise.
6. We can use this experience to appraise the present methods of laundry pricing and selling.
7. We can develop drycleaning and finished laundry from them through concentrated sales effort.

By the way, the church women gave us nearly 500 survey cards properly filled out showing the number of people in family, whether they used commercial laundry, launderette, wash woman or home washer. Also whether pick-up or cash-and-carry service was used by the housewife and why she used it.

I am convinced people are basically honest and fair. That the application of the Golden Rule in the laundry and drycleaning business pays off 100 percent. That the laundry and cleaning business is neither sick nor dead. I am convinced there's gold in the laundry and cleaning business today and tomorrow for the person willing to think, learn, gamble with new ideas, and put up a real fight for his share of the consumer dollar. ●

#### What Bishop learned about selling laundry and drycleaning:

1. Laundry and cleaning service can be sold by using the formulas most successfully used by retail merchants.
2. Investment in a pre-planned continuous advertising and sales promotion program pays dividends.
3. You have to gamble on your ideas and study all others who are making a success in order to start a plant at scratch and make it pay.
4. Most advertising with a price gimmick can be worth the cost.
5. You have to gear prices to what customers can afford to pay.
6. Give the customer the service she wants and better quality than she can get by doing it at the launderette or at home.
7. Remember you are selling to a parade; old faces pass by and new ones come on.





Virginia officers, left to right: John Doley, retiring president; A. M. Pitchford, president; James E. Smith, vice president; C. P. McElheney, secretary; C. M. Dixon, treasurer; Daniel Kelly, director

## Virginia Fall Meeting

"PROFIT AND PLEASURE" was the theme of the annual convention of the Virginia Association of Launderers and Cleaners, held on Monday and Tuesday, September 17 and 18, at Old Point Comfort.

An attendance of 245 cleaners, laundryowners, allied tradesmen and guests took advantage of an outstanding panel discussion for their profit, and a well-planned entertainment program for their pleasure.

After a noon luncheon for past and present state and national officers and directors and their wives, President John Doley officially called the convention to order. He instituted welcoming ceremonies, then introduced the first speaker, Jack Henry, Washington radio news analyst. Mr. Henry discussed the communist menace, declaring that "communism both within and without our borders must be faced with unity and bipartisanism."

Tuesday morning's business session featured a panel made up of prominent industry figures—Norbert J. Berg of the NICD; John Carruthers of the Boston ac-

counting firm; J. Stanley Hall, LCATA president; Harold Howe, AIL's Washington manager; and Fred McBrien, past president of the AIL. With George Klinefelter of the Elite Laundry, Baltimore, as moderator, the panel members answered the queries of the group for over two hours.

Drycleaning questions were referred to Mr. Berg, those on management to Mr. Carruthers, supply problems were handled by Mr. Hall, Mr. McBrien answered laundry questions, while Mr. Howe took care of the Washington situation in general. The majority of questions put to the panel concerned government regulations and controls, and were ably answered by the well-informed group.

At the luncheon following, all past presidents were presented with scrolls expressing thanks for their services to the Virginia association. Dr. Franz Polgar then entertained with his amazing feats of memory and hypnotism. Monday's entertainment also included a

*(Continued on page 52)*



Six-man panel of experts included, left to right: Norbert J. Berg, John Carruthers, George Klinefelter, J. Stanley Hall, Harold Howe and Fred McBrien



Banqueters rise in salute to address by Senator Byrd



(Continued from page 51)

cocktail party followed by an outdoor barbecue.

Tuesday evening the Virginia association did their utmost to put the pleasure in "Profit and Pleasure." The banquet, followed by the president's ball, featured as its honored guest U. S. Senator from Virginia Harry Flood Byrd. Commenting on the world situation today, Senator Byrd said that the small businessman must take a greater interest in the government in order to preserve

the free enterprise system. Following his address, the introduction of the new association officers preceded dancing.

New officers of the Virginia Association of Launderers and Cleaners are: president, A. M. Pitchford, Richmond; vice president, James E. Smith, Lynchburg; treasurer, C. M. Dixon, Big Stone Gap; secretary, C. P. McElheney, Danville. Daniel Kelly of Richmond was elected a new director.—John J. Martin •

## Kentucky Convenes

CUTTING THE NUMBER OF INSIDE WORKERS and maintaining an efficient plant with satisfied employees was the theme of an address given by Bruce A. Kramer, principal speaker at the annual convention of the Kentucky State Laundry and Cleaners Association held September 21 and 22 at the Mammoth Cave Hotel. Mr. Kramer is president of the Indiana State Dry Cleaners Association and operates the Bruce Kramer Company in North Manchester, Ind.

Mr. Kramer said he was able to reduce his inside staff from eight to five by means of a bonus plan which he instituted after studying his conditions for six months. As a result he cut his productive wages from 38 percent of sales to 34 percent, providing at the same time an average bonus of 18 cents an hour for his employees.

The key to his plan, Mr. Kramer said, is to teach each worker how to manage several jobs so that when one completes an immediate task he can take care of other jobs during the slack period.

"More Bundles for Ben," a sound film, was shown the first day of the meeting by Marshall H. Thomas of Procter & Gamble. Other speakers were: Shirley M. Lewis, Lewis Laundry and Cleaners, Louisville, who discussed "The Pillow Slip Bundle," and Paul H. Combs, Assistant Commissioner of Industrial Relations, Louisville, who gave a brief history of the "Minimum Wage Law" and explained its application to modern industry.



Kentucky officers, left to right: Wilbur Fields, managing director; Charles A. Goodman, Jr., retiring president; J. Randall Barger, elected president for the coming year

J. Randall Barger, Model Laundry and Cleaners, Owensboro, was elected the new president. Waldo Kamman, Weed Laundry and Zoric Cleaners, Corbin, and John W. Smith, Madison Laundry and Dry Cleaners, Richmond, were named vice-presidents. Mr. Kamman was re-elected.

Arrangements for the meeting were made by Charles A. Goodman, Jr., Crown Laundry and Cleaners, Glasgow, retiring president, who was made director ex-officio of the Association. All other directors were re-elected. •

## LAUNDRY BUSINESS TRENDS

### New York

Aug. 25—0.8% less than last year  
 Sept. 1—4.4% less than last year  
 Sept. 9—6.8% less than last year  
 Sept. 15—2.7% more than last year  
 Sept. 22—2.8% less than last year  
 Sept. 29—1.8% less than last year  
 Oct. 6—8.1% less than last year  
 Oct. 13—1.9% less than last year

M. R. Weiser & Co., New York

### New Jersey

Aug. 25—3.2% more than last year  
 Sept. 1—3.2% less than last year  
 Sept. 9—1.5% less than last year  
 Sept. 15—1.2% less than last year  
 Sept. 22—0.3% more than last year  
 Sept. 29—0.3% less than last year  
 Oct. 6—1.1% less than last year  
 Oct. 13—0.3% more than last year

M. R. Weiser & Co., New York

### New England

Aug. 25—13.6% more than last year  
 Sept. 1—4.1% more than last year  
 Sept. 8—0.3% less than last year  
 Sept. 15—2.5% less than last year  
 Sept. 22—0.8% more than last year  
 Sept. 29—4.1% more than last year  
 Oct. 6—0.4% more than last year  
 Oct. 13—2.9% more than last year

Carruthers & Co., Boston

## Laundry News Notes



**EUREKA, KAN.**—New washing and shirt finishing equipment has been installed at the Donaldson Laundry.

**HOUSTON, TEXAS**—Mayor Oscar Holcombe recently addressed a luncheon of the Houston Laundries and Cleaners Exchange. The Exchange was celebrating 32 years of service.

**PORTALES, N. M.**—Andy Stroud, who has operated a laundry at Dora for the past four years, has moved his equipment to 1000 E. Union St. here.

**MERKEL, TEXAS**—The DeLuxe Laundry has been purchased by Mr. and Mrs. Thomas H. Taylor. The former owners are Mr. and Mrs. S. R. Tadlock.

**MENLO PARK, CAL.**—A new self-service laundry operated by Milonas & Sons, Inc., has opened on the Alameda de las Pulgas.

**PECOS, TEXAS**—Ivy's Family Service Laundry recently opened for business with an open house to celebrate the occasion. Mr. and Mrs. Lloyd Pierce will operate the business.

**SANTA PAULA, CAL.**—A new laundrette has been opened at 107 N. Mill St.

**FORT WORTH, TEXAS**—A brand new and very impressive plant, the Snow White Laundry and Dry Cleaning, has opened on Cleburne Road. Managed by Homer Peebles, it will feature individual bundle washing, and will specialize in a complete family finish service.

**CORTEZ, COLO.**—The Cortez Laundry Co. recently purchased a new flat-work ironer and 44 x 66 washer, and has installed a new line of shirt units.

**TULSA, OKLA.**—The Model Laundry, a 43-year-old concern, has been liquidated. Increased taxes and ever-mounting operation costs are responsible, says Manager Claude A. Smith.

**LONG BEACH, CAL.**—The Long Beach clinic put on by the California Laundryowners Association has been described as one of the largest and most

successful ever. Approximately 200 attended. Operators Lee Wagner, George Nelson, Richard Newman, Dave Astrin, Jack Landale, and Bob Place spoke on Sunday morning, September 23. On the previous evening a social hour, dinner, and dance were held, with a talk by Admiral Leslie Gehres as the main address. Mike Dodge, AIL director, presented a plaque to Jim Tuma of Whittier, former AIL director and a past president of the California group.



**CARLISLE, KY.**—The Carlisle Dry Cleaning and Laundry Company is installing a new laundry plant on Broadway.

**LAGRANGE, KY.**—The Community Laundry burned to the ground on August 22. The plant had been sold shortly before, and most of the equipment had been removed.

**CLEARWATER, FLA.**—David G. Perkins, Jr., of the Clearwater Laundry has been appointed to serve for one year as a district chairman for the National Federation of Independent Business, Inc.

**LAFAYETTE, LA.**—E. B. Little has taken over the Home Steam Laundry, 116 East Cyprus. As one of his improvements, the new manager plans to offer two-hour service.

**FT. MYERS, FLA.**—About 150 employees and guests attended the annual picnic of Prather's Laundry. Frank Prather, owner, assisted by C. B. Randall, was in charge of the fish barbecue. The affair was held at Bonita Beach.

**ROGERS, ARK.**—The Model Laundry has completed installation of a complete self-service department.

**PENSACOLA, FLA.**—Damage estimated between \$25,000 and \$50,000 was caused by a fire at the Empire Laundry on September 1.

**MIAMI, FLA.**—The Miami Laundry has opened a new drive-in station at 52nd St. and Biscayne Blvd.

**MACON, GA.**—Mrs. Rinehart J. Cleary has taken over the presidency and general managership of the Crescent Laundry Company. The firm, which was founded by her father 79 years ago, has been managed by another man for the last 40 years. The former manager recently died.

**MIAMI, FLA.**—Cash totaling \$2,224 and valuable papers were recently stolen by burglars who removed a two-by-three-foot safe from Greene's Drive-In, a laundry and cleaning plant.

**OCALA, FLA.**—The Marion Laundry, Inc., is asking for a permit to construct an addition to its building.



**BUTLER, PA.**—Butler Dry Cleaning & Laundry, Inc., recently was incorporated by Glenn S. Lape, John Naddoe, and James P. MacFarlane.

**LOCKPORT, N. Y.**—The former "Skateland" building at 29 Buffalo St. has been purchased by Frank S. Marasco and his son, Casper J. Marasco, who are now operating the Modern Dry Cleaning and Laundering Company on the premises.

**FAIRMONT, W. VA.**—Two unions recently failed to organize the workers of the Fairmont American Laundry.

**ITHACA, N. Y.**—The court has not yet reached a decision on whether or not to halt operations at the State Laundry. The laundry is fighting an attempt by 20 local property owners to have the plant closed because of alleged violation of the city's zoning ordinance.

**HARTFORD, CONN.**—A new state law requiring laundries and drycleaners to register their identification marks with State Police is now in force. Connecticut is the first state to put such a law on its books.

**ATHOL, MASS.**—A new automatic laundry has been opened here by Albert Roy and Charles Bryant.

**CHELSEA, MASS.**—Over \$1,000 damage was caused by vandals at the Chelsea Laundry on the night of Sep-

tember 12, according to owner William Goldberg.

**NEWARK, N. J.**—The 136th meeting of the North Jersey Institutional Laundry Managers Assn. was held on September 12. Those attending heard a talk by Dr. Charles Crompton who discussed decontamination of radioactive linens in case of bombing. His remarks included how to handle the linens before and during washing, how to wash the linens and how to care for the equipment used for this purpose once the linens have been decontaminated.

It was also noted at the meeting that Floyd Evans has been named laundry manager at the State Hospital, Greystone Park, succeeding Daniel Leyhan, who has retired.

**BECKLEY, W. VA.**—The Raleigh Laundry, Inc., has been dissolved as a corporation and all corporate assets are to be applied to the payment of all corporate debts and liabilities.

**PATERSON, N. J.**—A new plant, the White Swan Drive-In Laundry and Dry Cleaners, has opened for business. The plant features three-hour service at no extra charge and offers a 20 percent cash discount on all weighed-in laundry bundles.

**RUTLAND, VT.**—A foreclosure petition has been filed in Rutland County Court by Roy A. Manning against the Modern Linen Service, Inc., Modern Linen and Laundry Service, Inc., and the Central Vermont Public Service Corp. Manning alleges \$67,000 as still outstanding on a \$75,000 promissory note and mortgage deed dated July 2, 1946, and signed by Modern Linen Service, Inc.

**EAST HARTFORD, CONN.**—Spector's Laundry has been purchased by Donald Francis, Jr.

**ENGLEWOOD, N. J.**—The Englewood Laundry was destroyed by a \$150,000 fire on August 29. The plant was fully insured, and its owners, M. E. Machson and H. Greenstein, state that it will be rebuilt as soon as possible. The plant's volume is being handled by means of an arrangement with the New Jersey Laundry and Cleaning Institute. Cause of the blaze was undetermined.

**WATERBURY, CONN.**—The Waterbury Wet Wash Laundry has sold its equipment and goodwill to the American Laundry of Waterbury.

**WELLESLEY, MASS.**—Jennie Cyphers, after completing 28 years of service with the Lake Waban Laundry Co., has retired. She was a supervisor in the marking department for many years.

**SPRINGFIELD, MASS.**—The annual clambake of the Springfield Laundry Owners Association and the Springfield

Dry Cleaning Plant Owners Association was held recently at Turner Park, with 205 cleaners and laundrymen attending.

**NEW YORK, N. Y.**—The opening fall meeting of the Metropolitan Institutional Laundry Managers Assn. was held on September 26. Maurice H. Matzkin, First Deputy Commissioner of the Department of Hospitals, spoke on "The part that the group can play in civil defense." The film, "Pattern for Survival," was shown.

**HAGERSTOWN, MD.**—Approximately 115 employees of the Troy Laundry have received retroactive back pay increases totalling \$2,948 as a result of approval by the Wage Stabilization Board of a new contract signed by the plant and the union.

**BROOKLYN, N. Y.**—The Norwood Laundry Soft Ball Team defeated the Riteway Laundry team by the score of nine to one in a recent eight-inning game.

**PASSAIC, N. J.**—A federal lien against the New Bell Laundry Company has been filed by the Bureau of Internal Revenue.

**NEW KENSINGTON, PA.**—Perry Randolph recently celebrated his 30th anniversary as manager of the laundry at the Aluminium Company of America plant. He has been with the laundry since it started, and is especially proud of its exceptional safety record—30 years without a lost time accident.

**NEWARK, N. J.**—The Columbian Laundry, which celebrated its 75th anniversary on September 14, dedicated a bronze plaque in memory of its founder, Henry Frederick Hering.

**PATERSON, N. J.**—Harry Tashjian, who died on August 21, has left his interest in the South Paterson Laundry Company to his two sons, Donald and Ross.



**BONNERS FERRY, IDAHO**—Growing volume of business has required the addition of a considerable amount of new equipment at the Crystal Laundry, owner R. L. Virgin reports.

**REDMOND, ORE.**—With the installation of new equipment, a self-service laundry has been changed into a complete commercial plant and will be known as the "No-Delay Laundry." Announcement of the conversion was made on August 16 by Mr. and Mrs. B. K. Alderson, owners.

In another announcement from Redmond, dated September 27, it was stated that the Redmond Laundry and Dry Cleaners has closed. The plant is being offered for sale.

**CANYON CITY, ORE.**—The Grant County Laundry and Cleaners has been purchased by Dana Sanders and Jim Rutter from Martin and Lena Olson.

**CHEWELAH, WASH.**—Additional property for the construction of a parking lot has been acquired by the Chewelah Laundry.

**SALT LAKE CITY, UTAH**—A \$22,276 order for laundry equipment has been placed by the Utah State Hospital.



**OBERLIN, OHIO**—John and Clifford Loflin have purchased the Vogue Cleaning Co. at 51 S. Main St. from Lewis Henderson, and will operate it as the Oberlin Laundry and Dry Cleaners. New cleaning and wearing apparel units are to be installed.

**BOONVILLE, MO.**—The Boonville Laundry Dry Cleaners has been sold to Ed Cundiff by Charles Newcomb.

**LA SALLE, ILL.**—Raymond F. Martin, plant manager of the Fitch Laundry, has been elected vice-president. Other officers are Elbert Fitch, president, and Mrs. Elbert Fitch, secretary.

**HARVARD, ILL.**—George M. Martin, who celebrated his 88th birthday on August 15, is now in his 67th year as an active laundryman. He puts in an 8½-hour day, five days a week, at the Jerry Powers Cleaners & Laundry, and shows no signs of wanting to retire. Mr. Martin was owner of the plant from 1900 until 1938 when he sold it. For three years after that he kept "dropping in" to help out the new owners. A heart attack slowed him down for a while, but in 1945 he was back in the plant because he "wanted something to do." He is still going strong.

**IONIA, MICH.**—Bob Hartman, secretary of the Southern Michigan Association of Institutional Laundry Managers, reports that the group's September meet-

ing was held at the Michigan Reformatory, Ionia, with a round table discussion as the feature. The October meeting was held at the Kalamazoo State Hospital. Donald Meredith of the Upjohn Co. was guest speaker, and the remainder of the evening was devoted to a discussion of starch.

**GARY, IND.**—Four Gary laundries—Kennedy, Slick's, New Way, and White Star—are cooperating with the local community chest drive by distributing "Chip-In Charley" entry blanks for a children's coloring contest.

**HAVANA, ILL.**—New pillow cleaning and sterilizing equipment has been installed at the Nu-Way Laundry.

**BRANSON, MO.**—The Branson Steam Laundry has been sold to Bill and Elsie Coley.

**KENDALLVILLE, IND.**—Mrs. C. H. Kimmell of the Kendallville Laundry and Dry Cleaning Company recounted the history of the firm at a recent meeting of the local Rotary Club.

**CLEVELAND, OHIO**—The Swift Cleaning & Laundry, Inc., which opened its 55th retail store in September, announced that the firm's sales will top \$1,000,000 this year.

**COLUMBIA CITY, IND.**—Thomas Karns has purchased the self-service laundry on South Main St. from James Parnell.

**BLOOMINGTON, IND.**—Women workers in a local plant showed considerable alarm when they opened some laundry bags from the Brown County State Park on September 24. One bag contained five snakes. The snakes, which turned out to be harmless garter snakes, were sent by mistake.

**MARSEILLES, IND.**—Miss Lois Speath of the textile division of the AIL spoke at a recent laundry clinic held by the La Salle County Home Bureau. Her subject was "New Fabrics for You, the Customer."

**CHICAGO, ILL.**—Burglars stole a half-ton safe from the Modern Laundry & Dry Cleaning Co. They carted it away in one of the firm's trucks.

**BRAZIL, IND.**—A new plant, the Home Laundry, has been opened by Mr. and Mrs. Charles Butt at 814 West National Ave.

**DETROIT, MICH.**—A fire of undetermined origin wrecked the interior of the Andris Laundry and Cleaners, causing an estimated \$20,000 damage.

**GALESBERG, ILL.**—The evolution of the laundry industry was the subject of an address given by I. C. Garcelon at a recent meeting of the Cosmopolitan Club.

**MILFORD, ILL.**—Mr. and Mrs. Elmer Hankey have announced that the Milford Laundry will re-open under their management. The plant was previously operated by Mrs. Thelma Kuhn.

**THREE RIVERS, MICH.**—James McCarthy has purchased and taken over the management of the American Laundry. The plant was purchased from Ralph Nystrom.

**BELLEVEILLE, ILL.**—A four-time convict, employed as night watchman at the Belleville Laundry and Dry Cleaning Company, has been arrested for attempting to burglarize the plant's safe. After trying unsuccessfully to open the safe, he called police and reported that he had chased two burglars from the premises. The cops noticed bits of steel on the bottoms of his trouser legs, and got a confession.

**ST. PAUL, MINN.**—Henri G. Fousard, president of Model Launderers and Cleaners, announces that John R. Whipple has joined the firm as vice-president in charge of industrial engineering, product research, and expansion planning.

## Albert Johnson Completes 25th Year with A. I. L.

On October 20 Albert Johnson, general manager of the American Institute of Laundering, completed his 25th year with the Institute. He deserves much of the credit for the Institute's status as one of America's finest national trade associations. The soundness of the AIL's finances, its magnificent physical assets, and the high caliber of its services to its members and the whole laundry industry reflect his quiet but highly effective work.

Mr. Johnson joined the Institute in 1926 as a clerk. By 1929 he was office manager, and in 1936 he was named financial officer. He was made general manager in 1947. The depression of the '30s hit the Institute badly. When Mr. Johnson took over the finances, debts totaled \$744,038. Twelve out of every 100 members were dropping their membership after a year's time. Practically all of its assets were in its plant. Through Mr. Johnson's efforts, the Institute's debts have been erased and the well-maintained building and equipment are now worth a million and a half dollars. In 1936 membership totaled 2,378; it is now 4,132—an increase of

73 percent. In 1936 less than half of the members used Institute services as little as twice a year; today almost every member calls on the Institute for services many times a year.

On September 14 Albert was elected to the board of directors of the American Trade Association Executives, a national organization for 12,000 trade association managers. The ATAE is a group dedicated to developing workable methods, procedures and techniques for managing trade associations.

For six years he served as instructor at the National Institute for Trade Association Executives at their seminars held at Northwestern University. He was recently invited to appear before the University of Wisconsin School of Business to discuss trade association budgeting and finance. Last year he attended, along with 100 other business executives of leading corporations, the Management Course at Harvard University in the Graduate School of Business Administration. This was the first time a national trade association executive had been selected for admission to this course.

Minita Westcott, former president of the ATAE recently wrote Albert:

"I have been telling many of our trade association conferees at ATAE meetings, and more recently at the National Industrial Council meeting, of the extent of your services and the thoroughly workmanlike manner in which your headquarters is planned and its work executed. In other words, the American Institute of Laundering has become an inspiration to us who have had the privilege of seeing your staff and plant in operation."



ALBERT JOHNSON



# What's Ahead For 1952?

By PETER B. B. ANDREWS

Dr. Andrews is a former editor and marketing economist of the Standard Statistics Company and *The Wall Street Journal*. For *Sales Management* he has conducted, over the past 16 years, the Future Sales Ratings surveys of 100 leading industries of the country, with a forecast record of 86 percent accuracy.

He was called to Washington by WPB Director General William S. Knudsen in 1941 and served as industrial economic adviser throughout the war. He has done marketing studies for some of the country's largest enter-

prises, and for the past 20 years has written business and marketing studies for some 30 of the leading magazines of the nation.

Currently he is economic adviser to several U. S. Government agencies, is editor of *Future Sales Ratings*, and is consulting economist of *Sales Management*.

The "Board" referred to in the text is the Board of Analysts of Future Sales Ratings, a group of 300 government and industrial experts.

## THE EXPERTS PREDICT FOR 1952:

1. **Commercial laundry sales will reach a new peak of \$880,000,000—3.2 percent more than 1951.**
2. **Total sales of drycleaning and related services will hit a record high of \$1,390,000,000—1.3 percent more than 1951.**
3. **The industries' equipment needs must be considered as rating high essentiality because of sanitation, health, comfort and morale and labor saving aspects.**
4. **Stretching of materials, use of substitutes and appeals based on essentiality will enable manufacturers to produce equipment beyond the limits indicated by current materials allotments.**
5. **Competition for competent workers will be heavy, especially in defense production areas.**

COMMERCIAL LAUNDRIES AND DRYCLEANING ESTABLISHMENTS are considered by the Board as vital because of their stimulation of sanitation, health, comfort and morale, which result in the most efficient industrial productiveness of the nation's people.

Commercial laundry sales potential is estimated at a new peak of \$880,000,000 for 1952, compared with an estimated \$853,000,000 for 1951.

The coming year is expected to witness new record peaks in personal spending estimated at the potential of \$1,390,000,000 for cleaning, dyeing, pressing, alteration, storage, and repair of garments in shops, compared with an estimated \$1,372,000,000 for this purpose in 1951.

In laundering and drycleaning, people are markets, and numbers of people are growing by leaps and bounds in this country. The birth rate is running near its all-time record peak, insuring a huge market for diaper service, which can be developed well beyond their current status. U. S. population exceeds 155,000,000, a sharp rise over the 139,000,000 population at the end of World War II.

The people, too, have the wherewithal to buy freely of laundering, drycleaning and pressing services. There is an up-trend in personal income, which now is running at the record rate of over \$254,000,000,000 annually, compared with a \$238,000,000,000 annual rate in the fourth quarter of 1950. Disposable personal income (after taxes) is running at an approximate \$224,000,000,000 annual rate, compared with a \$211,600,000,000 annual rate in the fourth quarter of 1950.

Average weekly earnings are at a peak level—far above those of recent years and more than double those of 1941. They are now about \$65 a week, compared with \$62.69 a week in the fourth quarter of 1950, \$59.23 for the year 1950, \$43.74 for the year 1946 and \$29.58 for the year 1941.

Buying power of the people is reflected, too, in personal savings, which are being accumulated at the annual rate of \$22,000,000,000, the highest rate since World War II days when there wasn't much of anything around to buy. Many of the savings made in those days are still held; the Board estimates that people's total savings now exceed \$200,000,000,000, including currency and bank deposits, other liquid assets in savings and loan associations, insurance cash-in value, and U. S. Government and other securities.

## The Manpower Situation

What about the labor market? Laundry and drycleaning equipment manufacturers, not to mention launderers and drycleaners themselves, are confronted with a fairly tight labor situation in 1952, most members of the Board believe. Actual armament production gets the top essentiality call for skilled labor, and there could well be some weaning away of such labor from the commercial laundry and drycleaning equipment industry, even though some of these companies also have military contracts. By offering higher wages, heavy defense industries are gradually stripping the lighter industries of manpower.

Despite the number of layoffs throughout the country,



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with these new, faster, simpler  
CUMMINGS-LANDAU EXTRACTORS



50" and 60" standard extractor

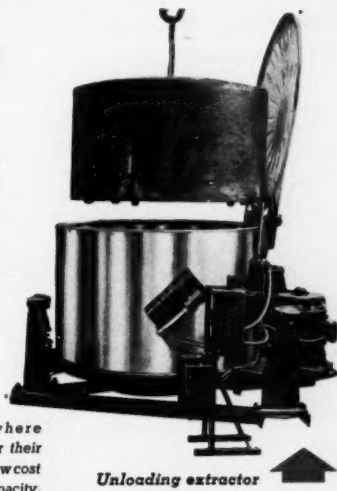
## CUMMINGS-LANDAU EXTRACTORS

Order one of these efficient units  
for the money it will save you on  
power costs and operator's wages.

Order one for speed of operation.  
No maintenance problems. All  
standard parts.

Order one for its  
many plus features

Laundrymen everywhere  
swear by these units for their  
ruggedness, simplicity, low cost  
of operation and high capacity.



Unloading extractor

Stainless Steel Basket and Shell  
Rugged and simple construction  
Automatic Timer • Automatic brake release  
Automatic cover opening and closing

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largely as a result of decreased consumer buying, and consumer durables production cuts, there are many very tight spots. One indication of the extent to which the nation has dipped into its pool of unemployed during the high economic activity of 1951 is the sharp drop in unemployment rates for workers in the heavy occupation groups. Unemployment rates for skilled craftsmen have fallen from 6.9 percent last year to 2.2 percent now; for semi-skilled workers from 7.8 percent to 4.2 percent, and for unskilled from 14.3 percent to 4.8 percent.

Manufacturers of commercial laundry, drycleaning and pressing equipment are considered to be in a better position than the average heavy industry since they can logically absorb workers from the declining consumer durable goods industries. Competition for competent workers, however, is expected by the Board to be keen, and an ample supply of every type of worker is by no means assured.

### Will Laundry Equipment Be Available

In spite of restrictive Government regulations and shortages of raw materials, output of commercial laundry and drycleaning equipment is expected to be as large or larger in 1952 than in 1951. The consensus of estimates of the Board is that the 1952 sales potential of the commercial laundry and drycleaning equipment industry is approximately \$108,775,000. Reaching that potential, which is considered possible, would mean an 8.7 percent increase in sales in 1952 over 1951, estimated at \$100,085,000. That would be a sales gain of \$8,690,000 over the year.

The Board does not anticipate overnight improvement in the raw materials situation. It is still considered

tight, but in a state of maldistribution, with a great deal of improvement on the horizon. All materials taken by the commercial laundry, drycleaning and pressing equipment industry, in any case, are very small in relation to the total—a fraction of one percent, representing a minute percentage for so essential an industry.

Redesigning equipment and using substitutes for copper, steel, aluminum and other metals in short supply is increasingly being done. The Board believes that the stretching of materials and use of substitute materials will help the commercial laundry and drycleaning equipment industries to increase output beyond what materials allotments would indicate. One manufacturer has made great savings in use of his controlled materials by using 80 alternate materials in his manufacturing process. The company is planning to introduce 40 more alternates which will conserve still more scarce materials and metals and will increase substantially the output of the end products.

The manufacturers will be able to improve their production by means of getting more materials through appeals. That is an avenue which generally might not apply to the majority of industries, but laundering and drycleaning are seen as rating high essentiality because of the labor-saving aspects in current times of needed top employment, and because of the fundamental sanitation, health, comfort and morale aspects. Thus, since additional allotment of critical materials depends on how public health, safety or welfare are thereby affected, the argument for more commercial laundry, and drycleaning equipment appears a strong one.

All things considered, the Board foresees a substantial output of commercial laundry and drycleaning equipment in 1952. ●

## Henning Elected C. R. I. President

Gordon B. Henning, Langley's Ltd., Toronto, was unanimously elected president of the Canadian Research Institute of Launderers and Cleaners at a recent meeting of that group's board of directors in Toronto. Mr. Henning succeeds Donald D. Williamson, Brantford Laundry Ltd., Brantford, Ont., as president of the CRI.



GORDON B. HENNING



DONALD D. WILLIAMSON



MARVIN S. AARONS



J. ELDON HICKEY

Other officers elected at the CRI board meeting are Marvin S. Aarons, Marvin's Ltd., Saskatoon, Sask., first vice-president; and J. Eldon Hickey, White Star Laundry Ltd., Summerside, P.E.I., second vice-president.

The meeting, said to be the largest and most successful ever held by a CRI board, included discussions on CRI's operations this year to date, plans for the balance of 1951, re-organization of the CRI staff setup, as well as election of officers.

At a meeting held the following day, the board, under the chairmanship of President Henning, discussed in complete detail plans for CRI's 1952 operations. A substantial expansion over the Institute's present services to its members was forecast. Colin H. Bayley, director, laundry, drycleaning, and textile laboratory, National Research Council, Ottawa, outlined research activities to date.

Other directors attending included Dr. Carl von Harten, Granville Brothers, Vancouver, B. C.; Gordon K. Gage, Peerless Laundry and Cleaners Ltd., Winnipeg, Man., who was appointed chairman of the research

committee; Douglas A. Wright, City Laundry of Hamilton Ltd.; Lionel S. McKay, Toilet Laundries Ltd., Montreal; George Proulx, Society Dry Cleaning Works Reg'd., St. Laurent, Que.; and Don Schelew, Scientific & Odorless Dry Cleaning, Halifax, N. S.

CRI past presidents E. R. Jarman, Jarman's Cleaners, London, Ont.; James J. Aird, Troy Laundry Ltd., Verdun, Que.; and Russell C. Holt, New System Laundry and Cleaners, St. John, N. B., also attended these important meetings.

The new executive committee for the year will be: president, Mr. Henning; past president, Mr. Williamson; director, Mr. Wright; managing executive, E. W. Finlayson; secretary-treasurer, J. P. Williams.

## Finlayson Rejoins C. R. I.

At a board of directors meeting held in Toronto, the Canadian Research Institute of Launderers and Cleaners announced the appointments of Ernest W.

Finlayson as managing executive, James P. Williams as secretary-treasurer, and H. A. McKelvey as manager of field service.

Mr. Finlayson recently returned from Boston, Mass., where he was vice-president of a laundry and textile consultant firm, to accept this post. Up to the time of moving to the United States, he was general manager of the Institute.

During the last war



ERNEST W. FINLAYSON



JAMES P. WILLIAMS



H. A. MCKELVEY

he served overseas with the Canadian Army in the United Kingdom and Europe, retiring with the rank of Lieutenant-Colonel. Prior to moving from Ottawa, he was in command of Reserve Force Ordnance units in that city. He is also a member of the Ottawa Board of Trade and the Rotary Club of Ottawa.

Mr. Williams has been with the Institute since 1948 and, until his recent appointment, served as office manager. He was overseas with the Canadian Army during the last war and saw service in the United Kingdom, Europe, and North Africa. Since his retirement from the active army, he has been with the Reserve Force and is the officer commanding the No. 4 Canadian

Armoured Div. Ordnance Field Park with the rank of Major. He is also president of the Ottawa branch of the Royal Canadian Ordnance Corps Association.

Both Mr. Finlayson and Mr. Williams are located at the Institute's head office in Ottawa.

Mr. McKelvey served as general manager of the Institute while Mr. Finlayson was in Boston. He has been intimately associated with the laundry and drycleaning industries for the past 21 years. From 1930 to 1945 he was manager of a drycleaning plant in his home town of Hamilton. From 1945 until his appointment as general manager of the Institute he was associated with a well-known allied trades firm in Ontario.

## L. S. A. A. Board Meets

The board of directors of the Linen Supply Association of America, at its meeting in Chicago on October 18, 1951, approved a comprehensive activity and service program for 1952. The Association will continue its 14 major services, including National Advertising and Promotion, Sales Training, Employee Selection and Training, Management Engineering, Washington Work, Linen Conservation, Business Management.



Left to right: General Counsel Stanley I. Posner, Washington, D. C.; Director Charles W. Maryatt, Seattle, Washington; Vice-President Arthur R. Chambers, Long Beach, Cal.; Directors Joseph A. Robertson, Lawrence, Mass.; Lawrence C. Kline, Philadelphia; Secretary Herbert V. Hedeen, Chicago; Manager Samuel B. Shapiro, Chicago; President John Isaacs, Detroit; Past President Moe Struminger, Pittsburgh; Director Sanford Meltzer, New York City; Treasurer Samuel Miller, Cleveland; Director Ray Bartholomew, St. Louis; Director Jack A. Quigley, Chicago; and William B. Hurlbut, Detroit

Membership of the Association stands at an all-time high of 966.

New membership applications approved by the board at its meeting were as follows: American Linen Service, Fort Wayne, Ind.; Chief Linen Service, Detroit, Mich.; Licking Laundry Company, Newark, Ohio; Reliable Linen Service, Denver, Colo.; Weller Coat & Linen Service, Detroit, Mich.

## Institute Seal Awarded to Diaper Line, Bras, Insignia

The AIL has awarded its Certified Washable Seal to a line of diapers manufactured by George Wood, Sons & Company, Philadelphia. Both colored and white diapers in the line have been approved. The same firm's line of cotton cloth designed for dresses and separates has also been awarded the seal. Fabrics include sheers, broadcloths, and an Everglaze chintz.

For the first time brassieres have been awarded the Seal. Made of satin in pink and white, they are manufactured by Martin Henkin Foundations, New York City.

Results of twenty launderings and finishing treat-

ments given these bras in the AIL laundry department were termed satisfactory. Minimum shrinkage was observed, and the pink bra revealed color fastness to laundering. The laundered straps of the bras held securely and there was no loss in stiffness of the interlining.

Embroidered insignia in a variety of styles and colors have also been awarded the Seal. The approved insignia, a product of Lion Brothers Company, Inc., Baltimore, Maryland, are designed for use on work uniforms.

Launderings in the AIL laundry department, in both white and colored greasy work clothes formulas, as well as the commercial whitework and light colored formulas, revealed satisfactory wash fastness of the insignia with no bleeding of the various colors used in the embroidery. All emblems tested also retain their original shape even after numerous launderings.

## Committee Members Named

Honorary chairmen, respectively, of the laundry and linen divisions in the current Federation of Jewish Philanthropies of New York campaign are David M. Bluestone of Bluestone and Mesibov, and Albert Gitlow of Professional Linen Service.

Respective chairmen for the laundry and linen divisions in the 1951 campaign are Louis Mazlish of the Rite-Way Laundry Company, and Robert Maslow of Best Coat and Apron Supply Co.

Philip Sobin of the Carolyn Laundry is his division's treasurer for the current campaign; Bernard J. Stack of A. & P. Apron and Linen Supply is serving in the same capacity for the Linen Division.

Among the committee members of the Laundry and Allied Trades are: A. J. Abrahams, State Laundry Co.; Abraham L. Bauman; Bernard Bronk, Central Laundry; Louis Fishman, Surprise Laundry; Isidore Kay, Unexcelled Laundry System Inc.; Arthur L. Kliegman, Kliegman Bros.; Victor A. Kramer; Isidore Meyerson, Blake Laundry; Hyman Mindich, Mirrorlike Family Laundry Service Co.; Aaron Schneider, Jumel Laundry; Adolph N. Weiss, Utility Laundry Service.

Included among the Linen Suppliers committee are: Aaron Bonoff, General Diaper Service; Samuel Botway, L. I. Coat, Apron and Towel Supply Co.; Selig S. Burrows, Central Coat, Apron and Linen Service Inc.; Benjamin Cutler, Cornell Linen and Supply Co.; Murray Gordon, Gotham Steam Laundry Supply; Harry Lupka, New Union Coat, Apron and Linen Supply Co.; Robert Mandel, Norwood Laundry Inc.; Charles Maslow, Best Coat and Apron Supply Co.; Joseph Settler, Roamer Linen Supply Co.; Samuel Spatt, Central Coat and Linen Supply Co.; and Carl E. Troy, Cascade Laundry Co.

Murray Cohen, president of the Cummings-Landau Laundry Machinery Company, will be honored at a testimonial dinner jointly conducted by the Laundry and Allied Trades and Linen Suppliers Divisions of the Federation at the Hotel New Yorker on November 15, 1951.

The event will climax the drive of the two divisions in support of the current \$20 million campaign—\$5½ million more than was raised last year.

Increased budgetary needs resulted from a 16 percent rise in maintenance costs since Korea, the necessity of maintaining and extending the non-sectarian services of Federation's network of health and social welfare agencies, and the urgency of helping thousands more who cannot be served now for lack of Federation funds.

## *Cleaning Section*

# Lockers For Laundry and Drycleaning — A New Merchandising Twist

Pickup and delivery lockers  
reduce costs and sales force

By WILLIAM R. PALMER

AN ENTIRELY NEW METHOD of laundry and drycleaning pickup and delivery is now being tried at the D. O. Summers Company in Cleveland, Ohio. The new development is a coin-operated locker, placed in heavy traffic areas. It's a little early to tell what its full impact on laundry and cleaning merchandising will be, but results thus far indicate tremendous possibilities.

Simply, the system consists of a battery of 24 or more lockers (in multiples of eight). Attached at one end is a telephone and a coin-receiving machine. A customer picks up the receiver. Since the connection is by direct wire to the plant, the D. O. Summers operator answers immediately.

The customer gives her name, address, telephone number; describes the bundle and/or garments; gives necessary special instructions, such as rolled sleeves; and warns about stains (if she remembers). The operator tells her what the approximate cost will be, suggests that the customer bring correct change when returning to pick up the bundle or garment.

The operator tells the customer to deposit the garments in locker number so-and-so. At the same time the door of the specified locker pops open. The operator controls all lockers from her switchboard.



Direct phone to plant. Coin receiver upper right of panel, return slot at bottom. Plate in middle has light that goes out when lockers aren't working (i.e., at night)

On the inside of the locker door is a little clip holding a premarked tag. After stowing the laundry or garments in the locker, the customer takes the numbered tag as her receipt.

At the specified time the customer returns to the phone to pick up her clean bundle or garments. She gives the operator the number on the tag she is holding. For protection against loss of the tag she also gives, on request, either her name, address or phone number. The operator then tells her what the final charges are and asks her to deposit the proper amount in quarters, dimes and nickels.

When the proper amount has been deposited, the operator announces which locker the bundle or cleaned garments are in. It is *not* likely to be the same locker as before. Again the door pops open. The customer takes her laundry bundle off the floor of the locker, or

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Customer talks to plant operator, giving information about order



Order goes in locker after door has been opened by operator. Claim check is clipped to back of door

her garments off the rod inside the locker, and goes on her way.

#### Seven Hour Service

D. O. Summers has a regular service of five days. It gives seven-hour service in its 16 stores on request at no extra charge. The drycleaning price base is \$1.50, with 15 percent off for cash-and-carry. The discount is not given with the locker service. The only price changes necessary have been to put a couple of odd figures at the nearest nickel, such as 87 cents to 85 cents, since the machine doesn't handle pennies.

Seven-hour service is available in the lockers if the customer deposits work before 9:30 a.m. This is ready by 4:30 p.m. the same day. The lockers are cleared three times a day. The driver also puts the finished work back into the lockers at the same times. These are 9:30 a.m., 12:30 p.m. and 4:30 p.m. Work deposited before 12:30 is ready at the same time the next day. The 4:30 collections are back in the lockers by 4:30 the following day.

The customer must pick up the work within four hours of the specified time. Otherwise the order is brought back to the plant and the customer is notified by phone to pick it up there. However, the customer can arrange to have the order put back in the locker at a time convenient to her. She can also, when first putting her work into the locker, instruct the phone operator to hold it at the plant until a specified time before having it replaced in the locker.

It is possible to pick up at the lockers and deliver the garment to the customer at home, to one of the stores, or to another locker. That is not a problem involving the lockers so much as paperwork control in the plant itself.

#### Phone Operator at Plant

The laundry or drycleaning plant using these lockers requires a special telephone operator. One operator can handle a minimum of 10 locker installations, and the manufacturer believes that experienced operators may be able to handle up to twice as many under certain circumstances.

The operator sits before a modified PBX board that

has a button for each group locker installation. When the customer lifts the receiver at the locker a light goes on above the button connected with that locker station. The operator presses the button and is connected with the customer.

In front of the phone girl is a visible file of the Kardex type for each of the locker installations. In each leaf of a file is a blank card representing one of the individual lockers in the installation covered by that file. In her spare time the operator notes the proper locker number in the upper left corner of each card, and the location of the Valetaria at the top of the card. She also puts the claim-check number in the lower left corner, as will be explained later.

When the customer calls in, the operator jots down her own initials, the name, address and phone number of the customer, the date and hour received and the date and hour promised. She stamps "same-day service" on the card if this is requested. She notes any special instructions or information from the customer. Finally she repeats the customer's name at the bottom of the card.

The card is then removed from the file. At 9:30, or whenever the pickups are made by the driver, all cards made out up to that time are forwarded to the marking room. When the orders come into the plant the marker notes down the descriptions of the garments, prices them on the card, and marks down the total charge.

#### Three-Piece Invoice

These "cards" actually are three-piece invoices—the original card and two copies, one yellow and one pink. At the checker's station, when all parts of the order are assembled the checker notes her number on the card and sends it back to the phone girl. The yellow copy goes on the bundle or garment bags as the customer's copy; the pink copy is for the accounting department. Eventually the white original goes from the phone girl to a permanent reference file.

The phone girl files these cards temporarily by claim-check number. Then, as the finished garments are placed in the lockers, she notes the new locker number in the upper right corner of the card together with her initial. The card is then placed in the visible file in the leaf representing that locker.

This means that at any given time the leaves of the file can show one of three things. There can be a card



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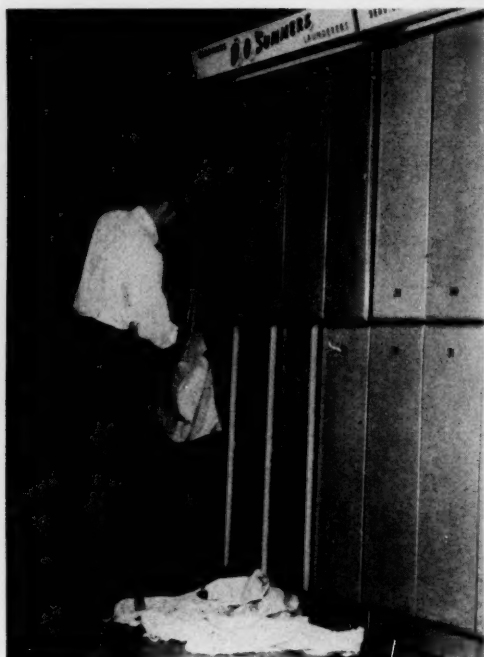
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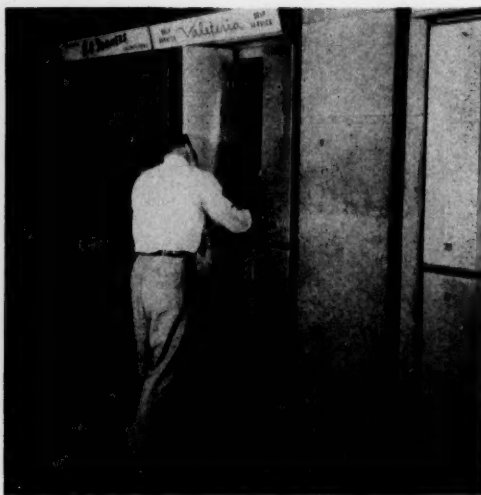
• Gentlemen: ☐ CHECK ☐ MONEY ORDER •  
 • Please send me my copy (postage paid) of THE FUR BOOK by David •  
 • G. Kaplan •

• Name \_\_\_\_\_ •  
 • Firm \_\_\_\_\_ •  
 • Address \_\_\_\_\_ •  
 • City \_\_\_\_\_ State \_\_\_\_\_ •

.....



Separate bags used for each order. Driver puts tags in with garments



Seven-hour service is given for orders left before 9:30 in morning. This includes drycleaning and laundry

with a customer's name showing at the bottom, which means there is a finished order in the locker. There can be a blank card, meaning that the locker is empty. Or, there will be no card, indicating laundry or garments waiting to be picked up.

When the customer gives the number of her claim check over the phone, the operator scans the file for the corresponding number. If it's not there she checks the temporary file, and also clears with the customer on the promised time, telling her when she may pick up the work. Since the card is most likely to be in the locker file, she asks the customer for her name, address or street number to avoid giving the order to someone who found or stole the claim check.

The operator then states the charge and asks the customer to deposit the money in the coin receiver. *It does not have to be exact change.* An indicator on the operator's PBX board shows the exact amount deposited. If it is more than required she can return the proper change in nickels by pressing a button on the PBX board.

Should the amount deposited be insufficient, despite the customer's claim that she put enough change in the machine, the operator presses another button that returns to the customer all the money deposited. She then courteously states that it didn't all register, and will the customer please redeposit the money—slowly, so that it all registers. This seems to take care of any attempts at shortchanging.

Since the coin machines at the lockers are dispensing money as well as receiving it, they must be balanced occasionally and additional nickels put into the dispenser. To check against the machines, the operator notes on each card the amount of money deposited, the charge, and the change returned to the customer.



Paying by coin machine, customers can even get change back

Since the machine cannot change bills, the cigar-counter attendant in the building has consented to make change in return for all her drycleaning free.

The locker doors can be controlled *only* by the phone operator. Even the driver has to ask her to open the lockers when making his collections and returns. On the modified PBX board is a dial similar to those on dial phones. By dialing the number of the locker to be opened, the lock is electronically released. A spring

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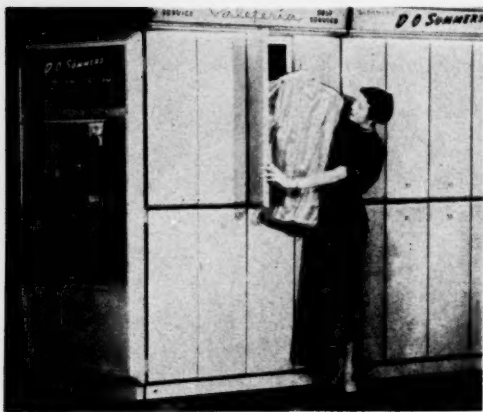
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Service in lockers includes hats, shoes; even household has been received (but not recommended). Model is Faye Contento (Miss Valeteria) who is helping introduce lockers to public—and vice versa.

pushes the door out several inches, to where the customer can open it all the way. There is no other way of opening the doors short of attacking them with crowbars, a practice frowned upon in public places.

When closing, the door catches easily and securely. If the customer shuts it by accident before finishing with the locker, she must call the operator. She must repeat her name, address and phone number as a check against having the locker raided by someone else.

#### Bags Make Driver's Work Easy

When the driver comes to a set of lockers he first phones the operator to open all those lockers containing soiled garments or laundry. He puts the contents of each locker in a separate bag. From a little shelf right over the door, hidden from the customer, he takes the remaining tags from a strip of numbered marking tags. The one tag missing from this strip was the "claim check" inserted in the clip on the door, which the customer took when leaving her bundle or garments in the locker. The driver puts the rest of the strip of tags in the bag with the order, for the markers to use on that order.

The driver then places the finished orders in the empty lockers. The claim-check number, customer's name and locker number are noted on a control sheet kept on a clip board. He then phones the operator and gives her the locker numbers. He places a new claim check in the clip of each extra empty locker and tucks the balance of the strip of tags on the little shelf. He also tells the phone girl what claim-check numbers were placed in what lockers.

#### Early Experience Encouraging

So much for the mechanics of the operation. The experience of the D. O. Summers Company with its first installation has been exciting and encouraging. It was introduced with great fanfare: teaser ads for 10 days before the unveiling, full-page ad the day before, full-page ad the morning of the great day. There was a hotel luncheon for the press, featuring a unit of lockers hooked up for demonstration. There was a cocktail party the same evening for the press, radio, TV and a hundred or so prominent citizens. These produced at least 25 mentions in the papers and on the radio about the new Valeteria service.

INCOMING LOCKER		THE D. O. SUMMERS CO.		OUTGOING LOCKER	
No. 26	Locker 1	Valeteria Location 1		No. 17	Locker 1
NAME J. J. SMITH				NAME G. M.	
ADDRESS 1206 JAMES Bldg				ADDRESS Ch 1-428	
REMARKS Mend belt loop Gravy Spat					
Date Rec'd 9-2	Time 10-1	Charge 3	Amount Rec'd 3.50	Amount Due 3.50	Change 1.50
ARTICLES DEPOSITED					
(W) 1 2 pr gray suit					1.50
M 1 1 pair dress, belt, 4 pieces					1.50
M 1					
M 1					
TOTAL					3.35
Check Cash 1.50	SMITH			Free Press J. J.	

Card invoice is filled out by phone operator except for description of garments and pricing.

At the opening a program of "sidewalk" interviews on a local radio station was given. Those participating included inventor Ross L. Timms, designer Arthur T. Sigo, plantowners Stanley and Jerry Goldberg, landlord ex-Senator Bulkley, and dozens of spectators.

Leaflets were scattered throughout the office buildings in the immediate area. Miss Valeteria (Miss Contento in real life), who is handling the public relations work for the locker operation, lived with the first installation for a full week. She helped people learn how to use the lockers and engaged curious onlookers in conversation to sell them on use of the service. As a result of her activities, she was invited to appear on two women's radio programs to describe the locker operations. Miss Contento also has the responsibility of training the special phone operators used on this service.

The first installation was made in an arcade in Cleveland's Bulkley Building. A large downtown office building, it has the added advantage of being adjacent to several large parking garages. Therefore the foot traffic through the arcade is heavy.

The second installation, planned for another location, had to be postponed. The first was overtaxed so quickly that the second set of lockers was added to those in the Bulkley Building, making a total of 32 lockers at the first station.

#### Repeat Business Is What Counts

Naturally, the management of the D. O. Summers Company has its fingers crossed. They'd like to know how much of the business is due to novelty and may taper off. They'd like to know if they will do as well in



Control unit. Dial opens locker doors. Note visible file for cards.





Sidewalk interviews over radio publicized lockers on opening night. Inventor Ross L. Timms is second from left.

a different location. It's the repeat business that interests them most.

At the end of two weeks repeat business was already proof that good-quality drycleaning and laundry could bring the curiosity seekers back as steady customers. One woman, who brought her clothes in on the street car, used the service four times in two weeks. A bachelor followed up a \$10.50 laundry order (42 quarters in the slot, and did he have fun) with a \$7.25 cleaning order (another 29 quarters).

### Problems in Organization

The number of installations that may be handled by one operator appears to be a matter of organization, to be proven by experience. At present the average time spent per customer is 48 seconds. When operators become more sure and customers more experienced that time is certain to be cut quite a bit.

If the company controls the factors causing peak periods they can increase the number of locker stations. For instance, locations have already been lined up at industrial concerns, a college, apartment houses, a hospital, gas stations, parking lots, garages, supermarkets and a railroad station. The peak periods in a factory are likely to be around 7:00 a.m. and 4:00 p.m.; apartment houses might be before 8:00 a.m. and after 5:00 p.m.; college stations could run steady all day; supermarkets would be busy between 10:00 and 3:00. If a plant was using two operators at a time, it would make an effort to split between them stations that had the same peak-load patterns.

At present, Summers plans two shifts of phone girls, running from 7:30 to 12:30 and from 12:30 to 6:00. Since some of the industrial concerns are running third shifts, the plant may put in a third shift of phone girls to suit. Another device for saving the girls' time is a policy of transferring immediately to the store manager any calls that develop into conversations, whether complaints, requests for special information, or whatever.

What does a locker involve?



Special operators sit in phone room next to regular plant operator

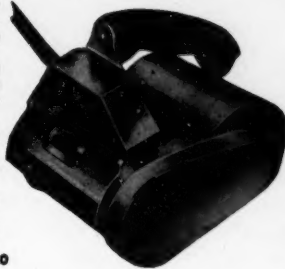
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First, a location at a point where pedestrian traffic is heavy. All the businessmen in Cleveland approached by D. O. Summers on the subject of leasing space for Valeteria lockers were enthusiastic, without exception. Leases arranged at 7 to 10 percent of gross volume through the lockers are very satisfactory.

The prime stumbling block at present has been available telephone lines. Like many cities Cleveland has a few small areas with an abundance of lines, and many areas with acute shortages of lines. Installations in the latter areas will have to be held up awaiting rotation of applicants.

The control panel in the plant is leased by the telephone company for a very small percentage of gross volume through the lockers.

Whether a driver, with an extra truck, can service more than 10 lockers depends on the driver, the distance between lockers, and the accessibility of the lockers to the trucks.

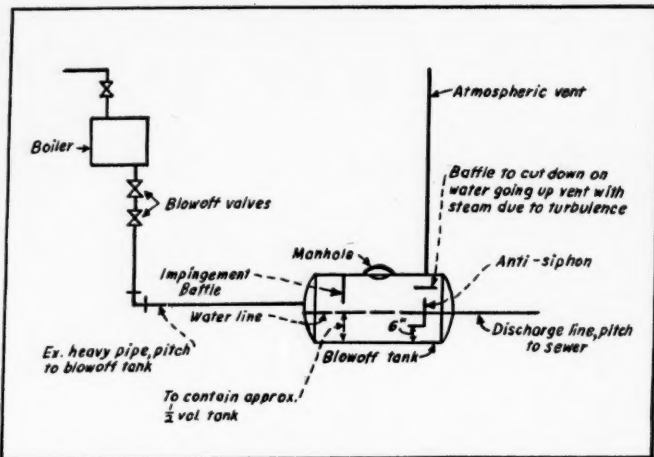
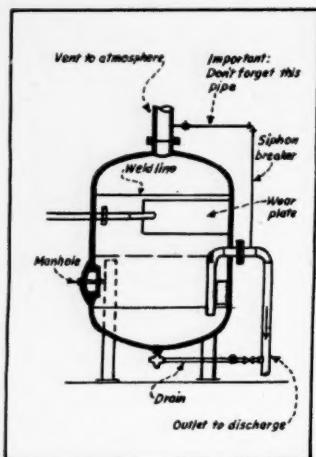
The phone girl has already been discussed.

With rents, fixtures and wages as they are today, replacing marginal stores with lockers could cut distribution costs as much as 50 percent. By making it easier to get orders done quickly and at the customers' convenience, more clothes may get cleaned quicker. So they get dirty again quicker!

Some of the productive labor (marking and checking) that has gone into the stores to keep store girls busy can be drawn back into the plant under competent supervision, with a probable lowering of those costs as a result.

In any case, the locker system is entirely new to laundry and drycleaning, it helps attack the labor shortage problem, it's exciting to the customer. It will certainly bear watching. ●

## Engineering Section



Left: Fig. 1. Vertical blowoff tanks are best fitted to city plants; they take less space. Right: Fig. 2. Horizontal blowoff tanks can be buried underground but bury them deep enough so seal water does not freeze. Use heavy boiler plate against corrosion attack

# What You Need to Know About Blowoff Tanks

By JOSEPH C. McCABE, Engineering Editor

ANY PLANT LARGE ENOUGH TO HAVE A STEAM BOILER operating above five psig., whether it's for heating or process, has to have a boiler blowoff tank (Figs. 1, 2) in the blowdown path. Why? A blowoff tank or something similar is required by law in most cities to prevent the discharge of steam or a steam-water mixture directly to sewers. The reason is simple enough. Sewer mains are just not built to take high temperatures or pressures and could easily split under them.

Yet, until fairly recently there have been no attempts at standardizing blowoff tanks. So many codes have governed the size, location, connections, and working conditions of blowoff tanks that the average plantowner has never felt sure whether he was within the law or even within safe limits for his own plant property and personnel.

The widely recognized ASME Boiler Code<sup>1</sup> covers from the boiler to the discharge side of the outer blowoff valve. From this point, local city, county or state laws take over. Because there has been so much confusion among these laws the National Board of Boiler and

Pressure Vessel Inspectors stepped into the picture. They had to start from scratch because there was no authoritative data available anywhere.

The whole purpose of a blowoff tank is to act as a buffer between the boiler blowdown line and the sewer. This buffer has to be big enough or so fitted that it can reduce blowdown pressure and lower its temperature to allowable limits. What form should it take? What are the allowable limits?

Some years ago it was reasoned that a tank is the only practical way of stopping and storing steam-water mixtures under pressure long enough to let them cool down and lose pressure. The system was further improved by filling the tank part way with water. The water absorbs some of the pressure even if it is blown out by the incoming steam, although it proved best to have enough water left behind to seal the tank. What's more it cools down the blowdown mixture faster.

Any practical steam plant man knows you can cut down on the steam pressure entering the blowoff tank by lengthening the line between the boiler and the tank or by adding some turns in the line. You can apply the same reasoning to the outlet line. But obviously there have to be limits to how far you can go in this direction.

<sup>1</sup>American Society of Mechanical Engineers, 29 W. 39th St., New York 18, N. Y.

Table I. Percent Flash Steam

Psi boiler pressure	% flash steam in blowoff
100	13
200	18
300	22
400	26
500	28
600	31

Table II. Vent and Discharge Sizes

Blowoff valve, in.	Min. vent, in.	Discharge, in.
1	2	1½
1½	3	2
2	4	3
2½	5	3½

How about the flash-steam that develops in the blow-off tank when the steam-water blowdown mixture hits this low pressure area? This has been solved by venting it almost as quickly as it forms, thereby eliminating any pressure build up in the blowoff tank from this source. In this way the tank is saved from being a pressure vessel. Once again there have to be sensible proportions of inlet, outlet and vent openings that could serve as standard.

With this basis as a starting point and recognizing a need for standardizing connections the committee has proposed the following Code consisting of three parts: I—General Rules, II—Rules for Single Units for Reducing Temperature and Pressure, III—Rules for Multiple Units for Reducing Temperature and Pressure. (Part III has not yet been published to the author's knowledge.)

#### I. General:

(a-1) Blowdown from a boiler or boilers that enters a sanitary sewer system, or blowdown which is considered a hazard to life or property, shall pass through some form of blowoff equipment that will reduce pressure and temperature as required in (a-2) and (a-3).

(a-2) The temperature of the water leaving the blowoff equipment shall not exceed 140° F.

(a-3) The pressure of the blowdown leaving any type of blowoff equipment shall not exceed 5 psig.

(b) The blowdown piping shall comply with Pars. P-307 to 312 inclusive of the ASME Boiler Code.

(c) All materials used in the fabrication of boiler blowoff equipment shall comply with the material section of the ASME Boiler Code.

(d) All blowoff equipment shall be fitted with openings to facilitate cleaning and inspection.

#### II. Single Unit:

(a) When a single unit is used to lower the pressure and temperature of the blowdown from a boiler, it shall be designed and operated in accordance with the rules of this paragraph. The accompanying sketches, Figs. 1, 2, show designs of a single unit blowoff tank.

(b) The rules of this paragraph are not intended to apply to boiler blowoff tanks which are connected to boilers that operate at 400 psi. and over.

(c) The tank or receiver used in a single unit shall be designed in the following manner:

(c-1) The tank shall be of a volume equal to twice the volume of water removed from the boiler when the normal water level is reduced four inches.

(c-2) The tank shall be fitted with a blowoff line inlet, water outlet and vent connection. The water out-

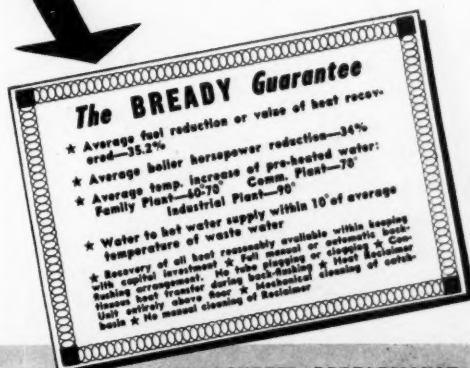
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let connection shall be connected to the tank so that it will remain half full of water after each blowdown. The blowoff inlet shall be located between the water level in the tank and the top of the tank. The outlet connection shall have a water seal incorporated in its design. The vertical leg of the water seal shall extend to within six inches of the bottom of the tank. The top of this water seal shall have a  $\frac{3}{4}$  in. opening to act as a siphon breaker. The vent connection shall be located in the uppermost part of the tank and shall discharge at a point that is away from walkways and other adjacent property.

(c-3) The size of the blowoff line inlet, water outlet and vent shall have an area ratio of 1:1:5 (to the nearest pipe size). This ratio of openings is listed in Table II. The tank shall be designed in accordance with section VIII of the ASME Boiler Construction Code, and designed for a working pressure of the boiler to which the tank is connected. In no case, however, shall the plate thickness be less than  $\frac{3}{8}$  in.

(c-4) The connections to the tank shall be designed so that freezing will not close the inlet, outlet, or vent.

(d) The tank shall be fitted with the openings and appliances outlined below, and a manhole at least 11 x 15 in.

(d-1) The tank shall be fitted with a gauge graduated to read from 0 to 25 psi. pressure; (d-2) an opening for a thermometer well, located close to the water outlet connection, and in contact with the retained water in the tank; (d-3) a gauge glass at least  $\frac{1}{2}$  in. in diameter. The lower connection to the glass shall be made at a point about six inches below the water line and the upper connection about six inches above the water line.

(d-4) The tank shall be fitted with a drain connection which is at least 2 $\frac{1}{2}$ -in. standard pipe size and (d-5) a cold water supply line which is at least  $\frac{3}{4}$ -in. pipe size.

(e-1) No boiler may be blown down into a blow-off tank which contains water at a temperature exceeding room temperature unless it is fitted with a cooling device as outlined in Par. (e-2). When the temperature of the water in the tank exceeds room temperature, the temperature shall be reduced to room temperature before blowing down a boiler.

(e-2) If a blowoff tank is used in connection with a battery of boilers and it is desired to blow down the boilers consecutively and not replace or cool the water



" . . . so you see, pretty soon everybody would want one-day service! Sooner, my entire plant would be disrupted!"

in the tank after each blowdown, a water cooling device shall be attached to the tank so that cold water will be mixed with the blowdown water to reduce the temperature below 140° F. The cooling water required shall be at least three times the volume of the water discharged from the boiler.

(e-3) If during the operation of the blowoff tank the pressure is more than 5 psi., additional vent area shall be provided.

(e-4) If during the operation of the blowoff tank the temperature of the water from the tank exceeds 140° F., cooling water shall be mixed with the discharge from the tank to lower the water temperature below 140° F. in accordance with Par. (e-2).

(e-5) If the tank is less than one-half full after a boiler is blown down, it shall be brought to the proper level by adding water before the next blowdown.

(e-6) If, during a blowdown, the water seal cannot be maintained, the water outlet line shall be reduced one pipe size. Operators are cautioned that a reduction of water outlet pipe size may cause an increase in pressure in the tank. If the tank pressure exceeds 5 psi., the vent pipe size shall be increased.

(e-7) All scale and sediment blown from the boiler that does not remain in solution with the water will deposit in the bottom of the tank. Therefore, the tank shall be blown down periodically to prevent the sediment accumulating to a point that would close off the outlet to the sewer.

With a guide such as this the average plant man can either put in his own blowoff tank or check on the work of contractors without wondering if he has interpreted the local laws correctly or not.

Further, with the assistance of material such as that in Tables I and II he can tell pretty much what size vent he needs and what relation the vent has with inlet and outlet lines. By multiplying the total weight of blowdown water by the percentage in Table I he can get the weight of flash steam released in blowdown. ●

## Engineering Questions and Answers

### What Size Heat Reclaimer?

We are regular subscribers to STARCHROOM and request the offices of your department to aid us in our problem.

We are contemplating the installation of a pit type heat reclaimer to raise the temperature of the incoming fresh water from 40 to 90° F. The heat reclaimer is to have a capacity of 2,400 gallons per hour and the waste water to heat the water in the reclaimer is to be supplied at 2,400 gallons per hour at 120° F.

One supplier has estimated that our requirements are 1,056 linear feet of 1 1/4" o.d. #16 BWG seamless drawn copper tubing. Another supplier has estimated that we need only 800 linear feet of the tubing. This variance has been so marked that we ask your advice in this matter. The pit can be made to any dimension advised, however, we contemplate building a waterproof cement tub to hold the coils and the waste water inasmuch as we have the room to do so.

Thank you for your courtesy in this matter.

H. E., Brooklyn, N. Y.

Your letter raises a very interesting question on a comparison between competitive bids for a heat reclaimer. This particular device, a pit type reclaimer, could be



## —cuts laundry costs, boosts quality

More and more laundry operators have come to realize that soft water is a "must" for efficient operation, for cleaner bundles, for satisfied customers. Only question is, how—with present water-softening equipment—to 1) get more out of it, 2) get it at lower cost. Now, with Permutit's new automatic controls and new high-capacity zeolites you can realize these new "musts" of soft-water production.

For further information, tear off the coupon below and mail it for your free bulletin on new



Permutit water-softening developments to The Permutit Company, 330 West 42nd Street, New York 18, N. Y. or to Permutit Company of Canada, Ltd., 6975 Jeanne Mance Street, Montreal.

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## Nicholson Traps Help

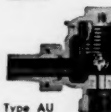
# CUT STEAM COST \$500,000 A YEAR

At one of the nation's large processing plants a campaign to promote economical steam use by improving heat transfer efficiency has resulted in a yearly saving of \$500,000. Credit for a fair portion of this is given to improved steam trapping, which resulted from the installation of Nicholson thermostatic traps. It is Nicholson's remarkably faster heat transfer which is enabling many operators to heat up ironers, presses, dryers and water heaters in 15 minutes.

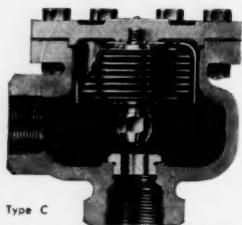
## BULLETIN 450



Type AHV



Type AU



Type C

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**TRAPS · VALVES · FLOATS**

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SYSTEM*

Reclaims Both High  
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Condensation

Pre-Heats Boiler Make  
Up Water With Heat  
That is Wasted

Keeps Boiler Water  
Level and Steam Space  
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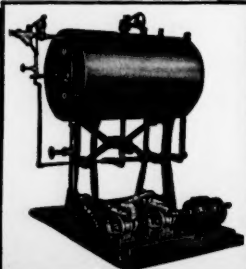
Operates Automatically  
and Requires no Steam  
for its Operation



Write for  
Catalog  
RRS-11

**Kisco Boiler &  
Engineering Co.**

300 DEKALB ST.  
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placed generally in the field of homemade equipment. Because of this fact the supplier has several possible estimates he can make.

1. The problem itself. Your requirement of raising 2,400 gallons per hr. of water from 40 to 90° F. by reclaiming heat from 2,400 gallons of waste water per hr. at 120° F. fits the stated conditions suggested by many manufacturers in their catalogs. So the problem is a common one.

But with a pit type reclaimer the linear feet of copper tubing to meet your requirements can be affected by: (1) how the coil surface is arranged (that is, the dimensions of the pit itself as one factor); (2) whether you actually pass 2,400 gallons per hr. of incoming water through the coil (the usual laundry uses both cold and hot water so that only 60-80 percent of the total water coming in requires heating); (3) ability to clean coil surface and pit from scale, lint, dirt deposited by the waste water; (4) nature of the waste water and its viscosity. These, among other items, influence a factor known as the U factor—overall heat transfer—the most vital and difficult single item to determine in heat reclaimer work. Without it no one can say whether 800 ft. is too little, conservative, or too much.

2. Your own plant. The type of work you handle and the apparent condition of your other equipment should influence a conscientious bidder in estimating on your job.

With the above considerations as background, let's look at your two bids—1,056 linear feet of 1 1/4" o.d. #16, BWG seamless drawn copper tubing against 800. The chances are both bids would meet your specifications on the day they go into service. But the low bid probably depends on clean tube surfaces, well arranged tubing, and something less than 100 percent of the 2,400 gallons per hr. of incoming water.

The higher bid, on the other hand, probably is based on an average working day where some scale deposit has built up on the tubes, the pit hasn't been cleaned out for a while, and you actually need 2,400 gallons per hr. raised from 40 to 90° F.

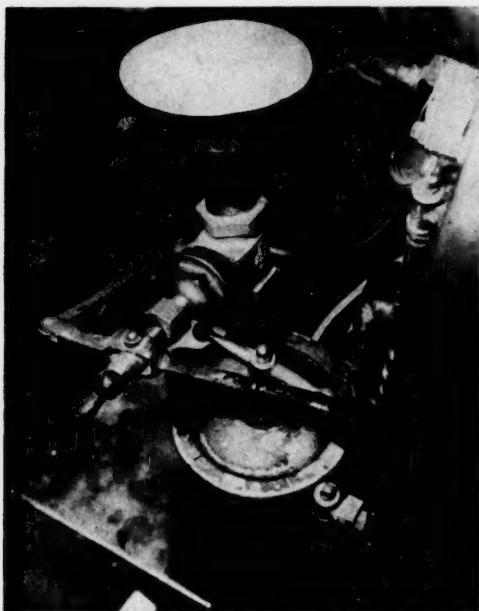
No, we don't feel the bids you have received are too far out of line. We suggest you pin the suppliers down on the basis of their estimates, or think back and remember the questions each supplier put to you. In this way you'll have a better idea what to expect of whichever job you put in.



"We're fortunate in having a maintenance man who can get a flatwork ironer covered in a fraction of the time your company thinks is a record."

## Powder injection at the Lint Trap

Both cleaning machines in the drycleaning department of the Toledo Laundry Company in Toledo, Ohio, Division of Fame Laundries, Inc., are equipped with a funnel and quick-opening gate valve arrangement for injecting filter powders into chlorinated units. Home designed and installed by Manager H. A. Quinn and Chief Engineer S. T. French, the device makes use of the lint trap to introduce powder into the system.



Lint traps were tapped just back of the handles used for removing trap covers. A length of pipe set in the hole is capped by the gate valve. Above the valve is a short length of pipe topped with a simple funnel.

Powder is fed through the funnel in a dry state. The gate valve is opened and gravity pulls the material into the system. Solvent loss is minimized because fumes cannot escape through the packed pipe and valve.

Mr. Quinn states that if the cover of the lint trap is removed and powder fed, there is likely to be a good deal of solvent loss. When powder is dumped directly through the wheel, static electricity will doubtless cause dusting. The simple arrangement of funnel and gate valve has eliminated both problems for Toledo Laundry Company.

**Did you know that for every \$100 spent for industrial plant expansion last year, \$6 went up in smoke and flames? Did you know that the industrial fire loss last year was \$175,000,000 or 25 percent of the total national fire loss of nearly \$700,000,000?**

**p-k**

## CONVERTS HOT WASTE WATER TO COLD CASH

If your laundry has been dumping hot waste water directly into the sewer, a large part of your potential profit is disappearing with it!

Economy-minded laundries have plugged this leak with **p-k** waste water Heat Reclaimers. Reward: A 30% average fuel savings, one-third reduction in boiler load, or sufficient capacity to operate extra wheels or other steam equipment. Easily installed in any out-of-the-way space.

Let **p-k** reclaim valuable heat from your waste hot water. It's one investment that will pay for itself within one to two years.

Write for the **p-k** Reclaimer Bulletin . . . as well as the companion Hot Water Heater Bulletin.

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**Patterson-Kelley Co.,**

45 Warren Street, East Stroudsburg, Penna. **INC.**

## Dutton EconoTHERM SAVES \$20 PER DAY!

**That's on fuel alone, reports McInerney Spring & Wire Co., of Grand Rapids, Michigan**

How can you save on steam generation costs? Consider this case:

During warm weather, McInerney was firing one of two 300 H.P. boilers for process steam only. This much capacity was not needed.

A 100 H.P. oil-fired Dutton EconoTHERM was installed for spring-to-fall use only. Savings were over \$20 per day on fuel alone!

This, plus big labor savings, leaves the owner "highly pleased." We believe you'll be equally pleased with the "packaged" EconoTHERM's automatic operation and exclusive off-center firing. (Gas or oil.) Find out why this gives you faster steaming — greater safety — lower cost!

**WRITE NOW FOR ECONOTHERM BULLETIN EC-100E**

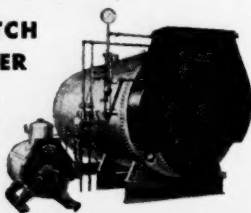
Other types and sizes — 5 to 250 h.p.

See Yellow Pages in Phone Book for Dutton Representative

**Dutton BOILER DIVISION**  
HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.  
Boiler Makers Since 1880

## A Boiler WITH ECONOMY A LEFFEL SCOTCH BOILER

Users of self-contained, compact Leffel boilers report fuel savings of from 20 to 40 percent. 17 sizes, 6 to 250 actual horsepower. Sturdy construction permits substantial overloading with safety. Designed to burn COAL, GAS or OIL; easily converted from one fuel to another. There is an efficient Leffel Scotch type boiler, easy to install, ready to go to work in your laundry plant . . . today!



Write for descriptive catalog

**The James Leffel & Co.**

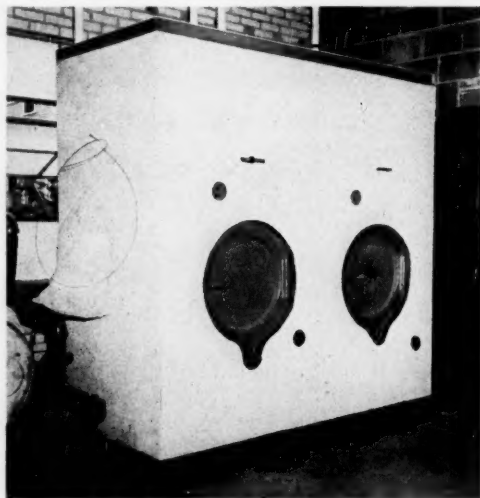
ESTABLISHED 1862

DEPT. 5

SPRINGFIELD, OHIO

## Homemade Tumbler Cabinets

Here's an idea from the Crystal Laundry at Manchester, New Hampshire. At the time of their recent plant expansion, the Gikas brothers were seeking ways to reduce heat to a minimum so that employees could work under more comfortable conditions. Two huge exhaust fans were installed in the roof of the building—one in the laundry department and one in the drycleaning department. The fans suck hot air up to the ceiling and exhaust it out of the building through vents in the roof.



Two drycleaning tumblers enclosed in homemade cabinets help keep employees cooler, happier

Because they wanted to keep their layout of productive equipment in both departments as flexible as possible for the purpose of future additions of equipment and expansion, they did not want to set their tumblers into the walls as permanent, insulated installations in the conventional manner. They purchased standard sheets of asbestos board from a local supplier and constructed two cabinets themselves.

One cabinet houses tumblers in the drycleaning room and the other is installed in the washroom. A plywood base board was built at the base of each cabinet and molding of the same material lends rigidity at the top.

Neat holes were cut in the front of the cabinets to make provision for tumbler doors and controls. The cabinets have no top members or roofs. This permits the steam and hot air to rise out of each cabinet to a point where it is sucked up by the exhaust fans.

Crystal is a pleasanter place to work as a result of this handiwork.

## Press Modified for French Cuffs

One of the shirt unit presses at the Miller Laundry Company in Des Moines, Iowa, has been modified for



better French cuff production. Tom Brown, left, treasurer, and Vice-President Lowell Kislia show how press was revamped. Gusset extension has been cut off flush with the cuff buck, and the steam hole was welded shut. It is no longer necessary to turn back the gusset of a French cuff shirt in order to fit it over the cuff buck. Cuffs are finished easily without pulling cuff out of square.

## Fuel Oil Manual

*Fuel Oil Manual*, by P. F. Schmidt. Published by The Industrial Press, 148 Lafayette St., New York 13, N. Y. 160 Pages. Price, \$3.50.

Covered in this book are complete data on the properties of fuel oil, the possibilities and limitations of each grade of oil, methods which can be used to assure uniform quality and efficient combustion, how to diagnose fuel oil troubles and how to remedy them, and particularly important, *how to get maximum value from each fuel oil dollar*. Under Troubles and Remedies are listed 22 of the common fuel oil troubles, their symptoms, and the remedy to follow in each case.

The text, including 34 tables, is divided into 24 chapters covering chemistry of petroleum, petroleum refining processes, grades and types of fuel oils, gravity, heat of combustion, viscosity, water and sediment, carbon, ash and salt residue, flash and fire points, pour point, sulphur, color, distillation, preheating of oils, sampling storage tanks, stability of fuel oils, fuel oil treatments, reclaimed fuel oils, blending of oils, transportation and storage, fuel oil specifications, and complaints and causes of troubles.

## Scrap Vital to National Defense

Aimed to help increase the current dangerously low iron and steel scrap inventories in this country, the National Production Authority, U. S. Department of Commerce, is distributing a booklet, "Scrap for Steel Mills and Foundries for Defense," to more than 200,000 executives of business, industry and trade associations.

The booklet emphasizes that record-breaking steel production and large scale expansion of production capacity has reduced scrap inventories of mills and foundries to a new all-time low, with some plants having only a few days scrap supply on hand. If the nation is to achieve its 1951 goal of 110,000,000 tons of steel ingots and castings, 36,000,000 tons of purchased heavy industrial scrap must be found, the booklet says.

Following is the program outlined in the booklet for the recovery of dormant scrap:

1. Go after dormant scrap—Start an emergency inspection and inventory of all heavy steel, whether machines, equipment, beams, or plates. Dispose of everything you possibly can to a scrap dealer.

2. Appoint someone with authority—It is extremely important that the top executive of every industrial and commercial establishment, large and small, appoint someone with authority to clean out dormant scrap and to be responsible for a continuous good-housekeeping job.

3. Salvage committee—In large industrial firms the chief executive should appoint a salvage committee with authority to make decisions. The committee should—

a. Search all plants and properties, regardless of size, for dormant scrap such as obsolete machinery, tools, jigs, dies, and other equipment, including items that are broken, dismantled, worn beyond repair, abandoned, or in need of parts that can no longer be obtained;

b. Survey potential wrecking and dismantling projects that will produce scrap;

c. Make disposition of all production and dormant scrap as quickly as possible.

4. Put scrap collection on a "housekeeping" basis—Besides increasing the supply of iron and steel scrap, continuous scrap recovery from questionable old standbys, obsolete machines and equipment reduces taxes through inventory writeoff, improves safety conditions, gives lowered insurance rates, and clears valuable space. Make it the personal responsibility of the committee chairman to initiate a program that will clean out the dormant scrap from the plant.



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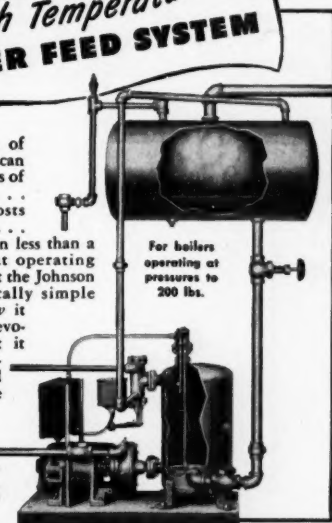
So please remember the gift that's given most . . . and gives the most!

**Buy  
CHRISTMAS SEALS**

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**THE JOHNSON  
High Temperature  
BOILER FEED SYSTEM**

Imagine a system of boiler feeding that can achieve fuel savings of 20% and more . . . slash pumping costs as much as 60% . . . save its own cost in less than a year! That's what operating records show about the Johnson System. It's basically simple and sound in how it works, yet truly revolutionary in what it accomplishes. Engineered and serviced by a nationwide organization.



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Get more soft water from your water softener by refilling it with Elgin Zeolite. All types furnished. Elgin high capacity zeolites can increase your soft water output 3 to 10 times. Write for information on type needed.



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6 to 36 H. P.—100 lbs. W. P.

For 6" Scale with pipe diameter markings . . .  
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# NEWS NOTES

## from the **ALLIED**

### **TRADES**

#### **Pennsalt of Washington Opens New Plant**

A new plant in Portland, Ore., constructed by the Pennsylvania Salt Manufacturing Company of Washington, has begun production of alkaline detergents for laundries. The plant is believed to be the first basic producer of its kind on the West Coast. It will manufacture a complete line of Pensalt alkaline detergents for distribution solely in the West. Formerly Pennsalt has supplied its users in this area from its works at Wyandotte, Mich.



Packaging line at Pennsalt's new Portland, Ore., plant

In announcing the opening of the new plant, Fred C. Shanaman, president of Pennsalt of Washington, pointed out that its location will result in time saving on deliveries and more efficient service generally on these products. He also added that some of the compounds in the Pensalt line will be especially prepared to meet particular local conditions existing in this area.

The laundry specialties produced at Portland will be distributed through established Western jobbers now handling Pennsalt's laundry and drycleaning lines.

The sales-service organization for laundry products manufactured and distributed by Pennsalt of Washington is under the supervision of W. J. F. Francis, sales manager of Pennsalt's special chemicals divisions, and headed by George Scheidler at the Berkeley, Calif., office, as sales manager. This group is presently composed of eight men specializing in the laundry and drycleaning field, working out of offices located in Tacoma, Portland, Berkeley, Los Angeles and Denver.

In another announcement, J. Stanley Hall, manager of sales of Pennsalt's laundry and drycleaning department, announced that McGoun Chemicals of Montreal and Toronto had been appointed distributor for the complete line of Pennsalt's laundry and drycleaning products in Ontario, Quebec and the Maritime Provinces of Canada.

Cliff McGoun, head of the company, is well known to Canadian laundry operators. He has been closely associated with Pennsalt since the introduction of its laundry products in Canada by Canadian Industries, Ltd., in 1938.

#### **New American Shirt Folder**

A revolutionary new shirt folder which is said to completely fold ironed shirts automatically in about two



seconds has been released by The American Laundry Machinery Company. With this new machine, the Formatic Automatic Shirt Folder, the operator need not be highly skilled nor have the frequently hard-to-find finger and arm dexterity. It is also pointed out that use of the Formatic not only makes high shirt production easier to obtain, but reduces operator training and produces a neat, uniformly folded shirt.

This new pulpit-type folder has simplified front-feeding, and the shirt is completely folded in one automatic operation. After placing the shirt, bosom down, on the folding table with the collar around the electrically heated collar expander, the operator merely depresses the center plate slightly to start the automatic folding sequence.

For handling shirts with French cuffs, the new folder is put on semi-automatic operation by means of a convenient control knob at the left front of the machine. This stops operation while the cuffs are manually folded, using two cuff posts for proper alignment. The operator then shifts the control knob and the operation is automatically continued.

The Formatic Automatic Shirt Folder fits right into the company's Formatic Shirt Unit or any other shirt unit now in operation, American states. It can be furnished to produce a 12-, 14- or 16-inch-length folded shirt.

For further information write The American Laundry Machinery Company, Cincinnati 12, Ohio.

#### **Farr Elected President of Huron**

Robert M. Farr was elected president and treasurer of The Huron Milling Company at the annual meeting of the board of directors. Mr. Farr succeeds George W. Ross who becomes chairman of the executive committee.

For the past year Mr. Farr has held the positions of executive vice-president and treasurer. His previous business experience prior to coming with The Huron Milling Company was with Diamond Crystal Salt Division of General Foods Corporation, St. Clair, Michigan, where he served as treasurer from 1927 to 1930, vice-president and sales manager from 1936 to 1941, and president and general manager from 1941 to 1946.

Mr. Ross has been intimately associated with the laundry industry for many years, first with Alden Spears Sons Company who until 1915 were sole selling agents for The Huron Milling Company.

In 1915 Mr. Ross became sales manager for The Huron Milling Company and it was under his direction that the company's sales organization has developed. Within the company he has held the successive positions of vice-president and general sales manager, execu-



# BIG NET PROFITS

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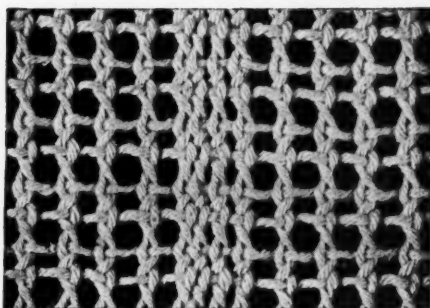
## Callaway "Rockweave" Cotton Nets

Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

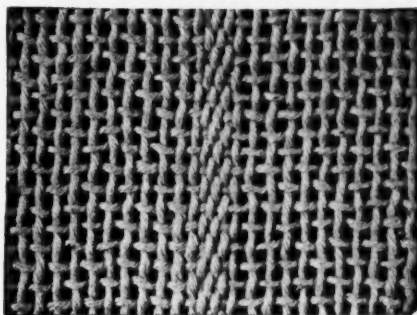
- Pin Winners—streamline, lightning fast pinning
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Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO—Open mesh net—reinforced



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**THAT'S THE REPORT** from one laundry manager who's discovered that only 13½ cents worth of Oakite Composition No. 53 cuts one rinse out of his washing cycle... saves him 1500 gallons of water a day, and saves the steam to heat the water.

Another operator says that Oakite Composition No. 53 not only eliminates one rinse, but eliminates the use of soap in his bleach suds as well.

Oakite Composition No. 53 frees your soap to do more work... brings to life dead soap on the wheel and in the load. Ties up hard water salts... chemically combines with them to form soluble but inactive molecules. No soap specks depositing on the fabric... no gray-causing soils settling on the load.

Try it yourself. Ask your local Oakite Technical Service Representative for wheel-side demonstration. Or write Oakite Products, Inc., 22B Thames St., New York 6, N. Y.

**FREE BOOKLET** tells all about Oakite Composition No. 53... tells how to get more soil out in the break with Oakite Penetrant... how to save soap with Oakite soap boosters... how to clean heat reclaimers... how to keep trucks sparkling. Write today!



SPECIALIZED INDUSTRIAL CLEANING  
**OAKITE**  
TRADE MARK REG. U.S. PAT. OFF.  
 MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

tive vice-president (1942 to 1946) and president (1946 to 1951).

Mr. Ross was one of those responsible for the organization of the National Laundry Allied Trades Association and served on the board of directors from 1928 to 1930. When this association was consolidated and became the Laundry & Cleaners Allied Trades Association, he served as president and director from 1934 to 1936.

#### Barentson Joins Dico



BOB BARENTSON

The Dico Company of Des Moines and Moline, Ill., announces the appointment of Bob Barentson to the sales staff of its Chemical Division, Des Moines office.

Mr. Barentson, a graduate of the Ohio Mechanics Institute, was with an alkali manufacturer as a technical service man prior to his employment with Dico. Bob will act as a technical engineer and in this capacity will be available to help Dico clients with their technical problems.

Dico has assigned Mr. Barentson the Iowa territory and urges its customers in this area to take advantage of his services.

#### Hoffman Promotions

Sam Shanker has been promoted to New York metropolitan sales manager by the United States Hoffman Machinery Corporation. Dan Markel replaces Mr. Shanker in Detroit as the Hoffman representative for that territory.



SAM SHANKER



DAN MARKEL

Both men bring to their new assignments well-rounded experience in the laundry and drycleaning industries, the Hoffman announcement points out.

Mr. Shanker joined the company as sales representative in 1939 after 11 years of operating his own drycleaning plant. He covered New York State and New England before transfer to Detroit in 1948. Mr. Markel has been active for the past eight years in the operation of his family's cleaning plant in Buffalo, N. Y. Previously he spent 11 years in the Michigan and Ohio

territories as a drycleaning and laundry equipment salesman.

In another statement, Hoffman announced transfer of its Newark, N. J., branch sales and service office to new and larger quarters at 349-351 Washington Street. Saul Goldstone is branch manager in charge.

### Combination Gas and Oil Burners

The Cleaver-Brooks Co., Milwaukee, manufacturer of equipment for the utilization and generation of heat, has introduced its new line of five "Hev-E" combination oil and gas burners.

The maker states that advantages of the new line include a forced air draft system which provides a single blower fan for all air for combustion, assuring perfect control to the fire under all atmospheric conditions. Both gas and air are accurately controlled to give high CO<sub>2</sub> with best efficiency.

The burners can be regulated to burn the proper amount of gas or oil for the requirements of the particular installation. Modern electronic controls are used to guarantee that the main gas valve cannot be opened unless a pilot flame is established. Changeover from gas to oil on all models is quickly accomplished.

Cleaver-Brooks also announces that a new and modernized "slide rule" type calculator designed to provide a ready means of computing steam costs has been made available without cost by the firm to engineers, plant executives, and those who will find it useful in their work. The calculator enables the user to compute the comparative steam costs per 1,000 pounds using coal, oil, or gas, basing its results on fuel costs in price per ton, gallon, and cubic foot. The calculator takes into account the efficiency of the system.

### Industrial Process Control Device

A new instrument that provides sensitive, instantaneous and accurate control of flow, temperature, pressure, liquid level and other industrial process variables has been developed by Minneapolis-Honeywell Regulator Company.

The device, the Tel-O-Set controller, is described by the company as the latest component in a series of new devices designed to improve process control. The other components of the group are the differential converter, Tel-O-Set indicator and Tel-O-Set recorder.

The controller was developed for use with the other three components. It is further described as a low-cost, easily installed, compact unit which provides maximum trouble-free operation.

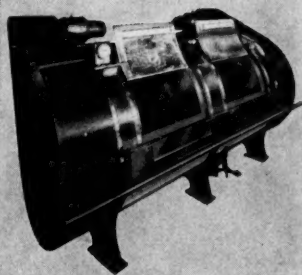
### Quick Coupling Clamp Introduced

A new stainless-steel clamp, known as the Specialty Products Series 21 Quick Coupling Clamp, has been announced by the Specialty Products Company.



Featuring a new hinged latch for quick assembly or removal, this clamp, on which patents are pending, is especially designed for convenience in handling removable equipment. The company states that it assures an efficient seal for all types of hose and duct connections. The latch assembly designed to give extreme strength combines with its all-stainless-steel construction to make this clamp suitable for high

## A Great Team for INCREASING PRODUCTION and REDUCING COSTS...



### **ZEPHYR**

**STAINLESS STEEL WASHER**

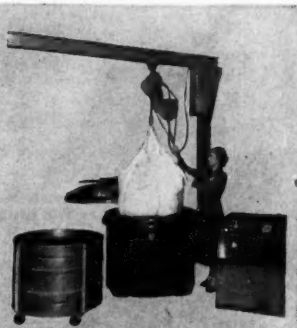
**Saves Labor, Supplies,  
Space**

Requires less supplies per pound of load, less labor per load . . . gives greater output per square foot of lineal floor space, and produces more work than any other washer on the market. New from top to bottom. New doors, frames, trunnions. Greater speeds. Sizes: 36", 44", 54", 60" diameter; any length.

### **ZEPHYR**

**"HYDRAXTOR"**  
**For Fastest and Cheapest  
Extraction**

Handles 200 pound loads, 5 to 7 loads per hour. No foundations. No bolting. No balancing. No vibration. Can't damage fabrics. Won't bend pins. Leaves no wrinkles. Saves time, labor, handling. Let us tell you how you can get the HYDRAXTOR, with complete service, at NO COST TO YOU.



**WRITE, WIRE, PHONE FOR THE NAME OF  
ZEPHYR DEALER NEAREST YOU**

**ZEPHYR LAUNDRY MACHINERY CO.**  
LA SALLE AND HURON STREETS • CHICAGO, ILL.



**National Lever  
Principle Hand  
Marking Machine  
available with 6,  
8 or 10 characters**

*the*  
**National**  
*can take it!*

## AND SO CAN THE MARK IT MAKES

Engineered to "take it" . . . built for years of service! The National Lever Principle Hand Marking Machine marks *directly into the fabric* . . . the *only* proven way to make clear marks and to avoid frequent remarking.

For small laundries and dry cleaning plants, there is no substitute for this machine. Before you buy, compare with National. Write today for complete information.

THE **National** MARKING MACHINE  
COMPANY  
4026 CHERRY STREET • CINCINNATI 23, OHIO

temperature, pressure and corrosion resistance, according to the manufacturer. It is further stated that the unit has an extremely high strength-to-weight ratio.

It is at present planned to make this new Specialty Products Series 21 Quick Coupling Clamp to customer specifications or to engineer them to specific requirements. Inquiries should be addressed to Fenton M. Davison, Specialty Products Company, 1965 E. 66th St., Cleveland 3, Ohio.

### Press Pad Withstands Blow Torch Test

To demonstrate the long-wearing qualities of Firefly asbestos press pads, the maker, Firefly Asbestos Products, 175 Bergen St., Newark 3, N. J., states that one of their pads showed no deterioration when subjected to the flame of a blow torch.



The pads are guaranteed to withstand the effects of steam, water, and air, and will last five years, the manufacturer states.

Designed for use on the bucks of free steam presses, the pads are made of seven layers of specially treated open-weave asbestos. They are said to permit the rapid passage of steam and air for long periods of time, thus assuring the presser of quality finishing.

Sizes are available for most steam presses now in use. Further information and literature are available from the company.

### Barowsky Appointed Division Manager



SEYMOUR I. BAROWSKY

Seymour I. Barowsky was recently appointed division manager, chemical specialties division of E. F. Drew & Co., Inc., of New York.

Mr. Barowsky, who has had wide experience in the laundry and dry-cleaning industries, is a graduate of the University of Vermont. He served in the Armed Forces during World War II for four years and was associated with a Chemical company in Holyoke, Mass., before joining the Drew organization.

Mr. Barowsky will be responsible for the sale and service of the complete line of Drew Products available for the laundry and drycleaning industry and related industries.

### Diamond Alkali Names New Distributor

The Dakota Chemical Company, of Aberdeen, S. D., has been appointed a distributor for the complete line of specialized laundry detergents, soaps, and blues manufactured by Diamond Alkali Company, Cleveland, O.,

according to a recent announcement by C. W. Klaus, manager of Diamond's Chicago branch sales office.

The Dakota Chemical Company will handle distribution of custom-compounded Diamond laundry compounds in the states of North Dakota and South Dakota supplementing the activities of the Black Hills Chemical Co. of Rapid City. Dakota Chemical will carry complete service stocks of these materials at its headquarters in Aberdeen.

Naming of this organization will result in better customer service and faster delivery of Diamond products, Mr. Klaus said.

He also pointed out that "Dakota Chemical's direct selling efforts, teamed up and co-ordinated closely with the washroom advisory counsel provided through Diamond's own technical service representatives, should substantially aid laundrymen in the territory covered in their efforts to increase efficiency of washroom operations, save on costs, and improve the maintenance of quality-control standards."

### Prosperity Washer Literature

A four-page folder illustrating manual, semi- and fully-automatic 25-pound Individual Production Washers has recently been released by The Prosperity Company, Inc., Syracuse, N. Y. The bulletin describes the use of these washers in battery setup for individual washing and quick service.

### Graham Moves Headquarters



JIM GRAHAM

Jim Graham, who handles the Buckeye Line of laundry and drycleaning specialties for The Davies-Young Soap Company, has moved his headquarters from Middlesex, New York, to Springfield, Massachusetts.

Mr. Graham's territory includes Eastern New York, Massachusetts, Northern Connecticut and the New England states, so his move to Springfield gives him a much more centrally located headquarters.

Jim has had several years' experience in the practical side of applying his products to the laundry and drycleaning industry.

### New Washroom Truck

W. T. Lane & Bros., Inc., Poughkeepsie, N. Y., have come out with a new plasticized canvas washroom truck.

Made in two standard sizes, the truck is very light and easily maneuvered. By virtue of the new plasticized canvas used in the truck body, it is said to be smooth and snag-proof inside, thus insuring longer life for nylon nets.

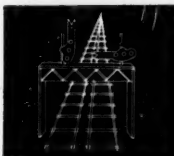
The plasticized body is also waterproof and is sewed together with nylon thread to insure longer life for handling of wet materials. Beside being equipped with drainage eyelets in the bottom, it is provided with a special rack to facilitate drainage.

The canvas body is detachable for replacement, while

## EXAMINE... the Fletcher "WHIRLWIND"

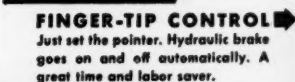


## COMPARE... THESE FEATURES



### ABSOLUTE SAFETY

Structurally strong to permit high speeds (up to 1,200 RPM). "Glass-smooth" basket interior. Safe for all fabrics.



### FINGER-TIP CONTROL

Just set the pointer. Hydraulic brake goes on and off automatically. A great time and labor saver.



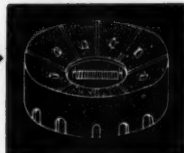
### AUTOMATIC HYDRAULIC BRAKE

Long-lasting automobile type hydraulic brake assures quick, smooth stops.



### LARGE CAPACITY

Fletcher basket design holds more... turns out more work. Over 21 cubic feet of space in 48" basket.



### USES LESS FLOOR SPACE

Compact design allows more efficient plant layout. Diagram shows 48" size. Compare it.

For complete information and construction details send for Bulletin 53.

## FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED 1850



the frame is virtually indestructible, being made from extra-heavy spring steel rod, galvanized, and braced for strength. Its hardwood bottom platform, mounted on heavy-duty roller-bearing casters with thread guards, is especially designed to sustain heavy loads.

### Form Master Literature

The Haertel Form Master, a new portable forming machine that is said to completely re-form out-of-shape garments in two hours without tacking, pinning or the use of elastic is described in a two-color bulletin released by Walter Haertel Company, manufacturers and distributors of the unit. Requests for this literature should be addressed to Lloyd Fern, Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

### Renewable Water Repellent

"Aridex" Per renewable water repellent for direct use in drycleaning equipment employing synthetic solvents has recently been put on the market by the Fine Chemicals Division of Du Pont's Organic Chemicals Department.

The concentrated, solvent-type water repellent is designed for use in systems employing synthetic cleaning fluids such as perchlorethylene and carbon tetrachloride. By using a storage tank and pump connected to the cleaning cylinder, the product may be applied to all types of garments and articles that can be drycleaned without removing them from the cylinder.

In addition to producing an excellent repellent effect and a pleasing hand on fabrics, "Aridex" Per is said to reduce the wrinkling of fabrics by resisting the absorption of moisture and perspiration. Soils cling less tenaciously to garments and fabrics treated with this new repellent, which results in easier and more rapid cleaning.

### Literature on Record Protection

"How Safe Are Your Records?" an illustrated article by Alan Hynd, has been made available without cost by the Mosler Safe Company. The original article and case histories appeared in the August issue of *Nation's Business*, and has caused many businessmen to think twice about a problem which, if neglected, can put them out of business overnight, according to Mosler.

The writer shows that few firms can resume business after their important records have been destroyed by fire. Although crooks outnumber the police by four to one, "fire is a far greater threat to most businesses than burglary."

To help businessmen work out a sound protection system for records, cash, and other valuables, the article provides specific answers to these questions: 1. What must be protected against fire? 2. What must be protected against burglary? 3. What records must be kept in a fire resistant safe? 4. What potential savings on burglary insurance premiums are possible with an approved burglar-resistant safe? 5. What are the approximate costs of fire-resistant and burglar-resistant safes? 6. How can such safes be identified by the average businessman?

Write the Mosler Safe Company, 320 Fifth Avenue, New York, N. Y.

### Drew Names Bishop

E. F. Drew & Company, New York, has announced the appointment of Robert H. Bishop as vice-president in charge of sales. Mr. Bishop succeeds George H. Kent who has been appointed executive vice-president of the company.

# SAVE ON LABOR AND SUPPLIES



## SUPER Metal Washers

Owners report savings up to 40% in supplies... Up to 12 hours weekly in labor. There's a Super built to fit your plant. 19 sizes to choose from! Also Unloading Washers in 9 sizes. Open, pullman, and Y-types. Heavy stainless steel construction. Before you invest, investigate Super's line! Write, wire or phone. Jobbers in all principal cities.

WHITER,  
CLEANER  
CLOTHES

•  
BIGGER  
PROFIT  
MARGINS

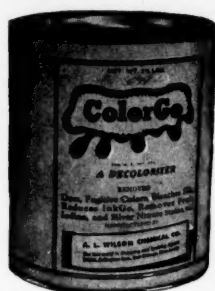
•  
NINETEEN  
SIZES

•  
ONE TO  
TWELVE  
POCKETS

•  
ONE  
OR TWO  
SPEEDS



**SUPER LAUNDRY MACHINERY CO.**  
A DIVISION OF ST. JOE MACHINES—"Since 1877"  
ST. JOSEPH, MICHIGAN



No laundryman or dry cleaner should be without TarGo, InkGo and ColorGo. These three products remove many unknown stains.

TarGo removes the soluble substance of many stains, then InkGo and ColorGo will

remove the dye and insoluble substance. This is true of marking ink.

InkGo is a good dye stain remover. Try it on oxidizable dyes. InkGo also removes most table linen stains: fruit, beverage, etc. It also removes indelible pencil stains, medicine stains, etc.

When using InkGo, always use ColorGo afterwards to neutralize the InkGo residue. This combination solves many stain problems.

Write for pamphlet on how to remove Marking Ink.

**A. L. WILSON CHEMICAL CO.**

38 PASSAIC AVE.,

KEARNY, N. J.

### Bob Rometsch Joins Fletcher



ROBERT W. ROMETSCH

Fletcher Works, Philadelphia, Pa., has announced the appointment of Robert W. Rometsch as sales representative. Bob will make his headquarters at the company's main office, where he will assist his father, William H. Rometsch, secretary and treasurer of the company. The elder Mr. Rometsch is a director of the Laundry and Cleaners Allied Trades Association.

Bob, graduate of Lehigh University, is the third generation of the Rometsch family in the Fletcher organization. His grandfather was an executive of the company for more than 25 years.

### Reducer Fitting

A new Swagelok reducer fitting, consisting of a body, two ferrules, and a nut, has been designed to permit different sizes of tubing to be joined easily. The two ferrules plus the threaded chuck inside the Swagelok nut, clinch tight around the tubing wall and provide a leakproof seal, the maker states.

It is not necessary to perform any preparatory steps

on the tubing, the announcement states. By inserting the tubing into the reducer, and applying  $1\frac{1}{4}$  turns to the reducer nut, the first assembly is completed. Then the reducer is inserted into the Swagelok fitting and the fitting nut is given  $1\frac{1}{4}$  turns.

Swagelok reducer fittings are available in brass, aluminum, steel, stainless steel, and Monel with sizes ranging from  $\frac{1}{8}$ " to  $\frac{7}{8}$ " O.D. Swagelok reducer fittings are said to hold heavy or thin wall tubing equally well, and are made for use with tubing of brass, aluminum, steel, stainless steel, Monel and plastic.

For complete information write the Crawford Fitting Company, 884 East 140th Street, Cleveland 10, Ohio.

### Wescott Joins X. S. Smith

Daniel L. Wescott has been appointed sales manager of X. S. Smith, Inc., effective August 1, 1951, according to an announcement by X. S. Smith. Mr. Wescott has had fifteen years experience in the distribution and sale of laundry and drycleaning soaps and laundry chemicals. At one time he covered Virginia, Washington, Maryland and Pennsylvania and is well known to the laundryowners in these territories.

### Chemicals for Greater Detergency

Among the recent product developments of the Hercules Powder Company, Wilmington, Del., are a group of versatile, nonionic, surface-active agents which are said to add valuable properties to detergents. Hercules states that a great advantage of these agents is that they function well under a wide range of conditions. They can be used in the presence of hard-water salts

NEW, REVOLUTIONARY

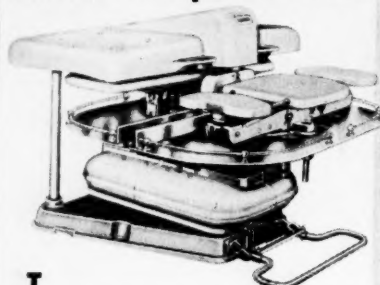
ONE-OPERATOR  
PRESS...ACCLAIMED  
from COAST  
to COAST!Auto "TWIN-RAPID"  
General Purpose PressLOOK...  
NO HANDS!

Table automatically rotates by light touch on the foot bar. Thus, operator's hands are constantly free for laying.

USES "BUCKS"  
INTERCHANGEABLY  
This versatile press can be set up with any combination of "bucks"... tapered, rectangular or twin sets.LESS FLOOR  
SPACE REQUIRED

Actually, it's 3 machines-in-1... taking the place of ordinary units comprising 3 and 4 individual machines.

NO HEAT  
RADIATION

Insulated head retains heat... gives higher head temperatures... while reducing operator fatigue.

LITTLE  
FALLS  
LAUNDRY  
says:

"Attached is our order for ten additional AUTO TWIN-RAPID GARMENT PRESSES... This order is probably the most elegant way in which we can express the satisfaction derived from these presses... Your equipment fulfills a long-felt need in the laundry industry!"

MAIL COUPON TODAY

Without obligation, please send complete information on the Auto "TWIN-RAPID" Family Bundle Press.

NAME OF FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

YOUR NAME \_\_\_\_\_ JOBBER \_\_\_\_\_

JOBBER'S INQUIRIES INVITED

RELIABLE STEAM PRESSING  
MACHINERY, INC.

175-179 BERGEN STREET

NEWARK 3, N. J.

or in acidic solutions. Because the nonionics carry neither a positive or negative charge, they can be used with either the anionics or cationics without an unfavorable reaction in solution, the maker states. The products can function as wetting, emulsifying, foaming, anti-foaming, and dispersing agents as well as effective cleaners.

## Erie City Vice-President Elected



THOMAS O. SCHRADER

Thomas O. Schrader, sales manager of the Erie City Iron Works for the past two years, has been elected vice-president of the company. Mr. Schrader has been with the Erie City organization for about 25 years and, prior to his appointment as sales manager, he was in charge of the Erie City Pittsburgh office for 17 years. In his present capacity he replaces Dudley Selden, who resigned the vice-presidency to reside in Florida. Mr.

Selden will continue to serve as a member of the Erie City board of directors. In addition to serving as vice-president of the company, Mr. Schrader will remain in charge of sales.

## Price Named Revolite Representative

Robert L. Price has been appointed sales and technical service representative for Revolite laundry roll covers in Central and Western Ohio, Northeastern Indiana and Lower Michigan. He succeeds John R. Farrell, who has resigned to enter another business.

Mr. Price is a graduate of John Carroll University, Cleveland, Ohio, and has been associated with commercial laundries in Chicago for the past two years.

## New Plant for Johnson Chemical

Johnson Chemical Industries, Inc., of Baltimore have recently completed construction of a new and larger plant for their firm, which is among the leading suppliers of chemical products to the laundry and dry-cleaning industries.



The new plant and offices are located at 99 Mellor Avenue, Baltimore 28, Maryland. Convenient to trucking routes, the plant is also on a spur of the Pennsylvania Railroad in the western section of Baltimore. The new building is of brick and has been designed to achieve efficient handling and storage of chemical prod-

ucts for the industry. A well equipped compounding room and laboratory, assure the uniform preparation of Johnson Chemical Industry products to rigid specifications. The efficient offices assure the prompt processing of orders.

The president of the firm is R. V. Johnson. Widely known in the trade for over 25 years, he has been associated with nearly every phase of the laundry and dry-cleaning industries.

### Cowles Salesmen Clinic

A group of Cowles technical men attended a sales clinic at the Cleveland office of Cowles Chemical Com-



Left to right, front row: W. Brawner, W. Peterson, R. Arias, R. Finch, J. Jordan, J. Taboika. Back row: A. Sisko, W. Arnold, C. Fisher, W. Schleicher, E. Lord, R. Erickson, F. Otto

pany during the week of September 23. A series of instruction and discussion sessions were held on Cowles laundry products, company sales efforts and new prod-

uct developments, designed to give the laundry industry up-to-the-minute service for better laundry quality and economy. Laundry Department Manager W. J. Schleicher, and Laundry Laboratory Manager R. V. Finch, conducted the clinic, which ended with a luncheon meeting with other Cowles department managers.

This clinic was the first in a new series of refresher courses for all Cowles technical men, to keep them informed and equipped to meet the current problems of the ever-growing laundry industry.

### Storage Heater Catalog

Bulletin 40A describing the Whitlock Manufacturing Co.'s Type K Storage Heaters has been made available. The 16-page folder lists advantages of Whitlock storage heaters; classes of construction; materials of construction; typical installations; heater dimensions; tables of pressure thicknesses; how to select the proper size heater; conversion factors; condensate coolers; submerged heaters; typical layouts; and duplicate parts. For copies of the bulletin write the Whitlock Manufacturing Co., Hartford 10, Conn.

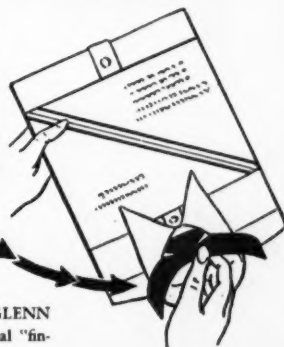
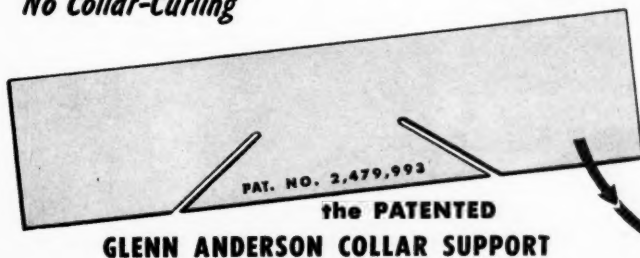
### Street's Conducts Soap Clinic

R. R. Street & Co., Inc., reports that they recently conducted a clinic on the Strong Soap System in Kansas City to acquaint a group of the firm's field technicians with Street's new product, Strong Soap Formula 886. The clinic was in session from September 16th until September 22nd.

The clinic was conducted by Ernie Heidersbach, sales promotion manager, assisted by Karl Uri, research

## Collar Supports Inserted UP TO 400% FASTER

*No Collar-Curling*



You get a solid shirt collar-point support plus firm neck band protection with exclusive GLENN ANDERSON'S. There's no curling or crushing. . . GLENN ANDERSON'S give a final "finished" touch that keeps customers satisfied . . . and keeps them as customers. And, they are a production saver for you too,—up to 400% faster . . . no unnecessary handling. These are the famous collar supports used regularly in sport shirts produced by Marlboro and McGregor. Send coupon at right for samples and special introductory prices.

### SEND FOR SAMPLES

HOWE PAPER CORPORATION  
670 Young St., P. O. Box 109  
Tonawanda, N. Y.

Please send Glenn Anderson samples and special introductory prices.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Attention of \_\_\_\_\_

## HOWE PAPER CORP.

670 Young Street

Tonawanda, N. Y.

DRY CLEANERS, LAUNDRY OWNERS SAY

**"Shamrocks"**

*really save work...  
move jobs faster!"*

**CANVAS BASKETS,  
HAMPER, TRUCKS**

*Built for years  
of service!*

**MEESE, INC.**

Main Office & Plant  
MADISON, INDIANA

**SALES OFFICES:**

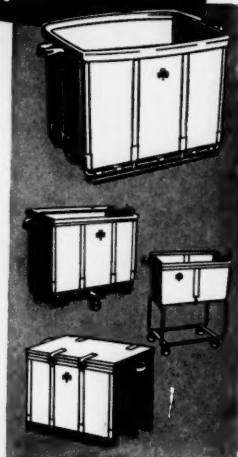
New York—37 W. 43rd St.,  
MU 2-1437

San Francisco—  
c/o Glenn B. White & Assoc.  
Merchandise Mart  
HE 1-5204

Los Angeles—  
c/o Glenn B. White & Assoc.  
1151 So. Broadway  
PR 4169

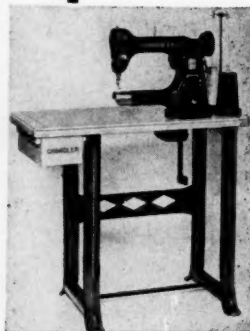
Atlanta—  
4403 Jefferson St.  
Chamblee, Ga.  
Chamblee 2430

Chicago—  
R. M. Thorsen  
1400 Lake Shore Drive  
Whitehall 4-4180



**DARN  
IT!**

**An all purpose  
mending unit  
for repairing**



Shirts • Socks  
Towels • Coats  
Aprons • Linens  
and Laundry Nets

**Electrically operated  
Easy to use—reasonably priced**

Write for Details

**CHANDLER MACHINE CO.**

P. O. Box 426

Ayer—Mass.

technician, and Jack Stephens, Street's field technician in Kansas City. Other Street field technicians attending the clinic were: Irv Moore, Denver; Shan Holsinger, Omaha; Art Orcutt, Dallas; and Carter Walters, Houston.

Street's also announces that a kit for conducting exact quantitative analysis of solutions of Strong Soap Formula 886 is available. The titration test method is said to be as simple to use as the fatty acid testing kit which Street's has been distributing for 10 years.

Literature on the kit is available from R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill.

**Kliegman Names Robinson**



MATTHEW D. ROBINSON

Kliegman Brothers, Inc., Brooklyn, N. Y., has announced the addition of Matthew D. Robinson to its sales staff as Northern New Jersey representative.

Mr. Robinson has been associated with the laundry and drycleaning industries for the past 20 years as former owner of the New Bell Laundry in Passaic, N. J., and more recently as service demonstrator for a well-known chemical company. Mr. Robinson also attended Rider College,

and is a graduate of the Newark Drycleaning School.

**Hoyt Appointment**

H. R. Hoyt, president of the Hoyt Manufacturing Corporation, Fall River, Mass., manufacturer of drying tumblers and solvent reclaimers, announces the appointment of W. W. Pittendreigh as chief engineer of the firm.

Mr. Pittendreigh, a native of New Bedford, Mass., entered the laundry equipment field after an extended tour of duty as a captain in the Air Force during World War II. For the last five years he has been chief engineer in charge of development work for a large laundry firm. His extensive experience in the development of dryers and tumblers fits him well for his new position and his appointment marks another important step in Hoyt's current expansion program.

**Bailey Announces New Instruments**

Among the new instruments and controls being produced by the Bailey Meter Company, 1050 Ivanhoe Rd., Cleveland 10, Ohio, are:

New miniature instruments and control stations for conserving space and simplifying the task of supervisory personnel in centralized control rooms; characterized positioning relays which improve control performance; a fuel flow—air flow ratio meter for control of natural gas firing; a Bailey fluid meter of the area type; a Pyrotron resistance thermometer, an electronic telemeter and a combination visualizer featuring some of the many electronic type instruments which may be made up from standard component parts.



### Pennsalt Opens District Office in Dallas

The Pennsylvania Salt Manufacturing Company has opened a district sales office in Dallas, Texas. Located at 1618 Irwin-Keasler Building, the new office will be Pennsalt's central sales and service headquarters for Texas and Oklahoma. Heading this organization will be Hugh W. Temple as district sales manager.



HUGH W. TEMPLE

Mr. Temple, head of Pennsalt's new organization in Dallas, was a salesman for the Sterling Products Company of Easton, Pa., when that company was purchased by Pennsalt in 1939. In 1946 he became southwestern district manager for Pennsalt's laundry and drycleaning department, making his headquarters in Houston. He is a native of Weatherford, Texas. Mr. and Mrs. Temple will live in Dallas, where they have recently purchased a home.

### Steam and Hot Water Literature

A Steam Generator Booklet which gives information on Orr & Sembover's Powermaster units for steam or hot water use has been published. High or low pressure units from 15 to 500 hp. are described. Details are given on special burner design and the units' ability to be changed from oil to gas firing in a matter of minutes. Copies of Bulletin 1218 are available from Orr & Sembover, Inc., Morgantown Road, Reading, Pa.

### Johnston Named Sales Representative



JERRY JOHNSTON

The National Marking Machine Co. of Cincinnati, Ohio, announces the appointment of Jerry Johnston as sales representative for the Ohio, Kentucky, West Virginia, and St. Louis area territory. His headquarters are at 4026 Cherry St., Cincinnati 23, Ohio.

Mr. Johnston succeeds Larry J. Nieman who now owns and operates the Grimme Cleaners and Dyers in Newport, Kentucky. Mr. Johnston attended the University of Cincinnati and is a

veteran of three years' service in the U. S. Navy.

### Christmas Promotion Plan

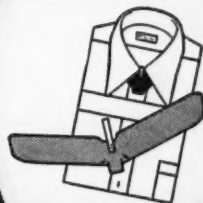
A new and different sales promotion plan keyed to Christmas is being offered to cleaners and laundries by Derus Associates, 14 W. Lake St., Chicago. Called "Santa Claus Calling" and based on an idea effectively used by Carl Normington, nationally known plant-

**LAUNDRY  
WASHERS**

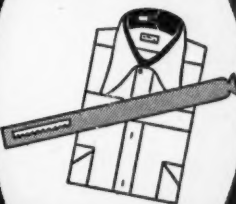
- ★ Available in Stainless Steel or Wood in Any Size required.
- ★ Belt driven or motor driven.
- ★ Ball Bearings throughout on all rotary parts.
- ★ Special Heavy Duty Adjustable Packing Glands.
- ★ Solution can't leak out through bearings.
- ★ Safety Door Switch.
- ★ Heavy Duty type motors for reversing washer service.
- ★ Welded Cylinder and Shell.

**LAUNDRY MACHINERY CO.**  
 1112 So. Kedzie Ave. Chicago 12, Ill.

*..tune  
in  
more  
SALES*



*use  
STAIZ  
&  
X-PANDO*



**COLLAR SUPPORTS  
YOURS  
FREE**

Send today  
for our Collar  
Support Book-  
let!



**TIME SAVERS**

83-99 Walnut St. • Montclair, N. J.

Today it's the  
*Ribbonized Way!*  
The  
**RIBBON-  
RITE**  
**MARKING MACHINE**  
For LAUNDRIES



Prints thru a Ribbon and is Always Ready! Fast, clean, accurate marking that saves time and eliminates the cause of claims. 6-, 8-, and 10-character machines. Easy-to-read black on yellow index strips. Clean, indelible marking. Type cannot fill in. No smudges or blots on work in process.

Special wash-out ribbon for marking at wet assembly. Long ribbon life assured by patented diagonal ribbon feed.

Makers of TAG-O-MATIC, tag-making-and-marking machine for drycleaners.

Wire or write for folder or demonstration.

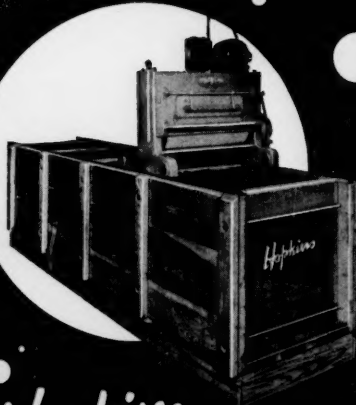


© 1951 Textile Marking Machine Co., Inc.

## BLANKETMASTER

## BLANKET WASHER

Squeeze-roll type of washer. Faster ... better quality work. No shrinkage. Available with 4, 5 or 6 sections for adequate washing and rinsing. Write for catalog and prices.



*Hopkins*

EQUIPMENT COMPANY  
HATFIELD, PA.

owner, the entire program is said to be carefully worked out and packaged so that users can put it to work immediately.

Further information is available from Derus Associates.

### One-Suds Industrial Washing Compound

Riddax, a compound especially designed for the speedy, one-suds washing of shop towels and overalls, is the newest addition to the Wyandotte line of laundry products.

Leaving washed fabrics soft and absorbent, Wyandotte Riddax is said to maintain color in colored garments, leave overalls free of streaks or fading, and is so compounded as to prevent build-up of grease on wheels. Riddax contains four time-saving, cost-cutting types of ingredients:

1. Special penetrating oils for heavy-duty soil removal.
2. A modern grease solvent for maximum stain removal.
3. Special silicated alkali for improved oil and grease dispersion.
4. Quality colloidal ingredients for maximum soil suspension.

### Chapman Joins Wyandotte



RICHARD W. CHAPMAN

Richard W. Chapman is now a member of Wyandotte Chemicals technical service department, with headquarters at Wyandotte, Michigan.

Mr. Chapman joined Wyandotte Chemicals in 1950 as a laundry department supervisor in Kansas City. His laundry experience covers every department of plant operation, with two years devoted entirely to washroom supervision. His laundry career was interrupted

by three years as pilot in the U. S. Naval Air Force.

Wyandotte Chemicals laundry department technical service operations are supervised by Mr. Chapman and Howard E. Hastedt—both members of families well-known in the laundry industry.

### Allegheny Ludlum Elects Treasurer

Roger S. Ahlbrandt has been elected treasurer of Allegheny Ludlum Steel Corporation. Mr. Ahlbrandt, 39, has been associated with the company for 17 years, and was manager of stainless steel bar sales at the time of his election.

During World War II he served on active duty with the Navy as a procurement officer and as commander of a convoy escort.

### Shirt Packaging Combination

Package Masters, Inc., 2525 S. Wabash Avenue, Chicago 16, Ill., have made available a shirt packaging combination consisting of new Bow Collar Supports and Master Self-Seal Shirt Bands. The collar supports can be imprinted with the laundry's name or trade

mark, and the matching shirt bands carry advertising messages which make it possible to feature four or five different services in every shirt bundle. Twenty-one different messages are available.

Two widths of shirt bands are being offered: the 1 1/4 x 19-inch bands which include a choice of four different messages, and the 2 x 19-inch bands which include five different inserts.

### Hoffman Introduces Laundry-Cleaning Vending System

Automatic merchandising of drycleaning and laundry service has been introduced by the U. S. Hoffman Machinery Corporation of New York. The patented equipment for the system, named "Valeteria," makes it possible for customers to leave and pick up garments in individual steel lockers after talking by telephone directly with the drycleaning or laundry plant. Payment will be made by customers in the manner of a pay-telephone transaction, with the advantage that the Valeteria will make change.



The first Hoffman Valeteria was opened September 19 in the Bulkley Arcade in the Cleveland business district by D. O. Summers and Company, drycleaners and launderers, who are the local franchise operators. Twenty units in all will be installed throughout the city to test operating conditions and determine the best type of location before national distribution is undertaken.

The Valeteria consists of a control unit equipped with a telephone and a series of lockers in which clothing can be hung. It operates on commercial leased wires supplied by the telephone company from existing facilities, and works like a dialless coin telephone.

The customer simply lifts the phone and advises the operator as to what cleaning work is to be done. The operator assigns a locker in which the clothes are placed. As a safeguard this locker can be opened only by the operator and not by the customer. Upon returning to pick up the clothing, the customer repeats the process, paying in nickels, dimes and quarters the cost of services received.

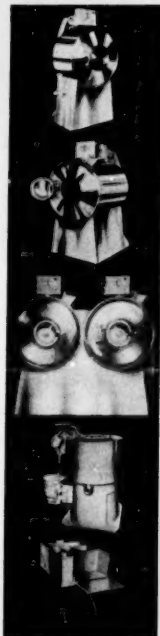


Holes and cracks in your shop floor cost plenty in production time, you know that. But, now you can repair those holes quickly with Cleve-O-Cement. Simple to apply, no skill required. Dries overnight. 28 times harder than ordinary cement, not an asphalt composition. Ready for heavy traffic next morning. Waterproof, slipproof, crack proof. Cleve-O-Cement stands up in bottling plants, laundries, dairies, ice cream plants, food and meat packing plants and especially where a moist or food acid affects ordinary floors.

Send for illustrated bulletin.

**THE MIDLAND PAINT & VARNISH CO.**  
9123 RENO AVE. • CLEVELAND 5, OHIO

**THE HIT OF THE CONVENTION!**



### LAUNDRY OWNERS EVERYWHERE AGREE—IT'S A BETTER WASHING SERVICE

Comments from laundrymen at the A.I.L. Convention prove that the MILNOR System of Individual Washing is the most advanced economical method of laundry processing offered today. From the north . . . south . . . east . . . west . . . laundry owners say: "Tremendous increase in new customers . . . production costs reduced as much as 20% . . . more customers using dry cleaning and other plant services . . . a better quality wash . . . a quicker, personal service . . ."

Get **ECONOMY** . . . Get **SPEED** . . .  
Get **MORE PROFITS!** Install the MILNOR System of Individual Washing in your plant today!

WRITE FOR DETAILS AND ILLUSTRATED CATALOG



MANUFACTURERS OF  
FINE LAUNDRY AND DRY CLEANING EQUIPMENT

**Resillo PRESS PADS**

- FLAMONEL metal flannel
- STANDARD
- CHAMPION
- FOAMONEL foam rubber metal mesh
- PERFEX
- PERMOPADS

Made in exact accordance with press manufacturers specifications.

**RESILLO COMPANY** 2328 W. Nelson St.  
Chicago 18, Illinois

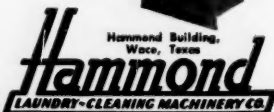
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

**Faster, More Economical,  
More Efficient**

## HAMMOND STEAM TUMBLERS

Here's a tumbler with features beyond comparison. Day after day it gives you fast, consistent drying that makes the profit in your plant go UP. Plant tests prove it is faster, easier on delicate fabrics. Built to last a lifetime.

Write for folder giving complete description of this remarkable tumbler.



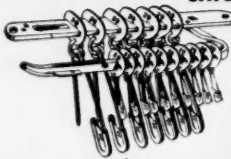
Hammond Building,  
Waco, Texas

**Hammond**  
LAUNDRY-CLEANING MACHINERY CO.

## Install KEY-TAG CHECKING SYSTEM

ASSURING  
POSITIVE AUTOMATIC MECHANICAL CHECK

### SAVE LABOR—ELIMINATE CLAIMS



Key-Tag assures you—no matter what the service—definite, accurate identification of every net and garment. It speeds up every operation and reduces labor costs. Fits easily into your present system without any elaborate new set-up. Get the details from your supplier or write direct.



**THE KEY-TAG  
CHECKING SYSTEM CO.**  
6309 HOUGH AVE. • CLEVELAND, OHIO

## THE NO. 39 CLEANERS & DYERS RECORD FORM

Provides space for recording the necessary information with minimum effort. Whether your plant is large or small, whether you prefer a bound volume or loose-leaf type, your needs will be answered by one of these three editions.

No. 39 SENIOR RECORD BOOK—400 Pages (10,000 entries) Durably bound in heavy duck with leather covers ..... \$ 5.00

No. 39 JUNIOR RECORD BOOK—48 Pages (1,200 entries) Board covers, marbled binding ..... 1.00

LOOSE LEAF BINDER ..... 5.00

LOOSE LEAF SHEETS 100 ..... 2.50

ALL PRICES 250 ..... 5.00

PREPAID 500 ..... 9.00

PREPAID 1000 ..... 15.00

**Send orders with remittance to:**

**NATIONAL CLEANER & DYER**  
304 East 45th Street, New York 17, N. Y.

## Troy Holds Open House

On Sept. 22, the Troy Laundry Machine factory in East Moline, Illinois, was the scene of an "open house"



party for employees and their families. 2,800 persons attended and toured the Troy plant. Photo shows interested group of visitors inspecting Troy "Slide-Out" Washer at test pit while company engineer explains operation of Electromatic control.

## Bird Honored by Southern Scientific Association



LOYD C. BIRD

Lloyd C. Bird, president of Phipps & Bird, Inc., Richmond, Va., has been elected chairman of the board of trustees of the Southern Association of Science and Industry, Inc.

Mr. Bird is also the state senator of the 34th district of Virginia, president of the Allied Scientific Corporation, chairman of the Advisory Council on Virginia Economy, and is an active past president of the Southern Association for the Advancement of

Science and Industry.

The firm of Phipps and Bird, Inc., is a prominent laundry and drycleaning supply distributor in the Southeast.

## Convention Calendar

Mississippi Laundry & Cleaning Association  
Robert E. Lee Hotel  
Jackson, Mississippi  
December 2, 1951

Indiana Laundry Owners Association  
Mid-Year Meeting  
Hotel Severin  
Indianapolis, Indiana  
December 7-8, 1951

National Institute of Rug Cleaners  
Convention and Exhibit  
Hotel Statler  
Boston, Massachusetts  
January 19-21, 1952

National Institute of Cleaning and Dyeing  
Annual Convention and Exhibit  
St. Louis, Missouri  
February 7-9, 1952

North Carolina Association of Launderers and Cleaners  
Hotel Robert E. Lee  
Winston-Salem, North Carolina  
February 27-28, 1952

Diaper Service Institute of America  
Annual Convention  
Stevens Hotel  
Chicago, Illinois  
March 23-26, 1952

Massachusetts Laundryowners' Association  
Hotel Statler  
Boston, Massachusetts  
April 4-5, 1952

Laundry and Cleaners Allied Trades Assn.  
Laundry and Dry Cleaners Machinery Manufacturers  
Assn.  
The Greenbrier  
White Sulphur Springs, West Virginia  
April 23-26, 1952

Oregon State Laundry Owners' Assn.  
Eugene Hotel  
Eugene, Oregon  
May 15-17, 1952

Linen Supply Association of America  
Annual Convention  
Hotel Statler  
New York, New York  
May 18-21, 1952

## Obituaries

**Robert S. Adelman**, 34, former operator of the Arrow Laundry, Denver, Colo., died recently at the Veterans Administration Hospital at Wood, Wis. He was the son of Mr. and Mrs. Benjamin Adelman and brother of Albert B. (Ollie) and Lawrence Adelman of the Adelman Laundry and Uptown Cleaners in Milwaukee.

He is survived by his wife, a son, a daughter, and two sisters, in addition to his parents and brothers.

**William D. Fitzgerald**, 55, laundry operator, whose home was in Lake Forest, Ill., died recently.

**J. Monroe Floyd**, 47, owner of Dixie Laundry and Dry Cleaners, Mullins, S. C., died on September 12. He was active in church

## "K-122" SOAP BUILDER SOAP EXTENDER WORK IMPROVER

*Favorite with quality Launderers  
for past 10 years.*

## THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.  
4538 West 130th St., Cleveland 11, Ohio

*Ask Your Jobber for the New Miracle*

### Carson SPUNYLON NET

100% DUPONT NYLON

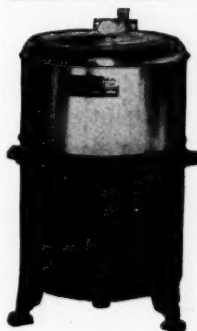
- LOOKS LIKE Cotton!
- FEELS LIKE Cotton!
- WEARS LIKE Iron!

Economical!  
SOFT AND EASY TO HANDLE  
SIDES & BOTTOMS WOVEN TUBULAR

Made by the  
manufacturers of  
LONGBOW. "Se-  
ret cotton laun-  
dry net made"  
and backed by  
more than 25  
years of laundry  
textile "know-  
how"! If your  
jobber cannot  
supply you, write  
to us.

Write for Descriptive Literature

CARSON TEXTILE CO., INC. 2401 15th WATER STREET  
PHILADELPHIA 46, PA.



## BOCK EXTRACTORS

The most efficient time  
and money saving Ex-  
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

**BOCK**  
LAUNDRY MACHINE CO.  
TOLEDO, OHIO



## Net and Marking Pins

Rugged Spring Brass  
Large Clear Figures  
Bright Nickel Plate

Write for free catalog today.

Other K.D. Products

- Pin Carriers
- Gripnet-Nylon Net Closures
- Overall Tags
- Sorting Bars
- Numbering Sets

Sold By Jobbers  
Everywhere



THE KEVES-DAVIS COMPANY  
Superior Service Since 1904  
110 - 14th St. - Battle Creek, Michigan



# THE MARK RECORD SHEET

is a great check against  
inaccurate marking.  
Records the marks used  
in all bundles;  
permits location of lot  
for all marks.

Used for years by hundreds of  
laundries

Prevents duplication of marks;  
Avoids mixup of garments;  
Aids and simplifies sorting;  
Used in any marking system;  
Precludes thievery.

PRICE per thousand . . . . . \$7.50  
5,000 or more, per thousand 6.50

SAMPLES FREE (All shipments C.O.D.  
unless check accompanies order.)

## STARCHROOM LAUNDRY JOURNAL

304 EAST 45th STREET

NEW YORK 17, N. Y.

and civic affairs and belonged to Hampton Lodge 204, AFM. Surviving are his widow, a daughter, and four sisters.



**Burt L. Emerson**, 58, veteran Procter & Gamble salesman, died at Hines Hospital, Chicago, on October 17. He had been in poor health for several years.

A native of Chicago, he had been with Procter & Gamble more than 32 years in both office and sales capacities. Mr. Emerson served overseas during World War I in the U. S. Army and participated in many major battles.

He is survived by his widow, Josephine, and two sons.

**Louis Carl Heinemeyer**, 57, operator of Heinemeyer's Laundry, Bethel, Conn., died recently. He is survived by his wife, one daughter, three sisters, and one brother.

**Robert C. Gibson**, 71, president of the R. C. Gibson Laundry Supply Co. of Detroit, died recently. He was a member of the United Spanish War Veterans in Cleveland. His wife, a daughter, a sister, and two grandchildren survive.



**Castle Hobson**, 60, well-known Procter & Gamble salesman, died suddenly on October 5 in Seattle, Wash. Mr. Hobson was well known to plantowners in most sections of the country. He worked throughout the country as a member of P & G's laundry research department, after which he spent a number of years as salesman in the Cleveland, Baltimore, and Cincinnati areas. This was followed by sales work in Los Angeles and Seattle. He was connected with the company for 32 years.

Surviving are his widow and a brother, Roy, operator of the Quality Family Laundry, Middletown, Ohio.

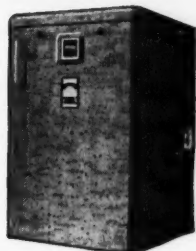
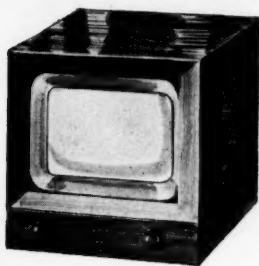
**Jacob L. Merriam**, 50, president of the Model Family Laundries, Inc., New Haven, Conn., died on October 27 when his weekend cabin was destroyed by fire. He had been very active in civic and association work, having served as president of the Connecticut Laundryowners Association for two terms. He was respected and admired by his fellow laundrymen, and gave generously of his time to projects for the betterment of the industry. He leaves two sisters.

**Frank Iskowitz**, 51, plant superintendent at the Central Overall Laundry Co., Detroit, died recently. He was a member of the Zionist Organization of America. His wife and three sons survive.

**Richard Moore**, Bell Linen Service and Hub Laundry, Boston, Mass., died on October 21. At his death he was president of the Boston Linen Club, and had been president of the Linen Supply Association of America, president of the New England Linen Supply Association, and a member of the Laundryowners' Bureau of Boston.

**Andrew B. Warman**, 88, president of the Lackawanna Laundry, Inc., Scranton, Pa., died recently. He had retired from active direction of the plant about 25 years ago. He was a past president of the local YMCA, Rotary Club, Scranton Club, and the Country Club of Scranton.

He is survived by his wife, two sons, and three grandsons.



# How Many in 1952?

You can help maintain steel production . . . for military and civilian needs . . . by salvaging your iron and steel scrap—*now* and regularly.

Steel mill productive capacity is being constantly increased, and we can meet military and civilian demands . . .

**If we all pitch in and turn in our iron and steel scrap**

Scrap is the scarce commodity. The amount of *working* scrap—the wastes of metal-working, such as

trimmings, borings, etc.—is not enough for the enlarged furnace capacity.

It will take the *dormant* scrap to keep the furnaces running—old, outmoded machinery, equipment and parts that you've already "junked" or can junk because you have no further use for them.

We need extra millions of tons of scrap this year and next year. All of us can help by clearing out our plants and yards—*now*.

**NON-FERROUS SCRAP IS NEEDED, TOO!**

***This advertisement is a contribution, in the national interest, by***

## STARCHROOM LAUNDRY JOURNAL



# CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space at top, bottom or between lines doubles charges indicated.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

## PROFESSIONAL NOTICES

**CARRUTHERS' LAUNDRY BULLETIN**—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 9627-87

## HELP WANTED

**COMPETENT LAUNDRY MANAGER**—To assume full charge of growing and progressive Connecticut plant. Must be well qualified in supervisory ability and have some mechanical background. Excellent starting salary and opportunity to grow within business. Please write all information in your first letter, including age, domestic and military status, education, experience, specifying whether wholesale or retail. Replies strictly confidential. ADDRESS: Box 9524, STARCHROOM LAUNDRY JOURNAL. -7

**LINEN SUPPLY MANAGER** wanted for west coast company, old firm, must be well experienced in all departments of linen supply business, especially sales, production experience not required, give complete experience record, references, picture, salary open. ADDRESS: Box 9539, STARCHROOM LAUNDRY JOURNAL. -7

**WANTED: EXPERIENCED GENERAL MANAGER** for laundry and dry-cleaning operation in GEORGIA employing about 75 persons, with modern facilities, in growing community. Excellent opportunity. Furnish references and compensation expected. ADDRESS: Box 9558, STARCHROOM LAUNDRY JOURNAL. -7

**MANAGER** to organize production and set up sales organization for fully-equipped laundry and drycleaning plant in Central Pennsylvania, city of 170,000. Prefer employed man wishing to profit fully from the results of his efforts. Interview follows letter giving complete experience record and compensation desired. Information will be held in strict confidence. ADDRESS: Box 9575, STARCHROOM LAUNDRY JOURNAL. -7

**PLANT PRODUCTION MANAGER**—\$6,400 per year to start, plus percentage on new business over our present volume. To top man with good references and the experience to qualify for this position, we have an unusual opportunity with secured future. Must be all around man capable of training new help personally in all departments, be mechanically inclined and have knowledge to make minor adjustments on machinery. Write full details in first letter, including when available. ADDRESS: Post Office 1073, Kansas City, Mo. 9592-7

## SITUATIONS WANTED

**LAUNDRY MANAGER**, capable of taking charge of family plant and show profit. New York State. Excellent reference. ADDRESS: Box 9547, STARCHROOM LAUNDRY JOURNAL. -5

**EXPERIENCED LAUNDRY EXECUTIVE** desires chance to prove qualifications. Always produced good results. Well educated, sober and dependable. Best references. ADDRESS: Box 9557, STARCHROOM LAUNDRY JOURNAL. -5

**LAUNDRY MANAGER**—Executive with many years experience in all phases of laundry business. Am interested in assuming management of plant with volume of \$5,000 to \$10,000 per week in greater New York City, Long Island or Westchester. Mr. Plantowner—are you an absentee owner? Do you want to take it easy? Have you any production problems? Then I am the man you are looking for. ADDRESS: Box 9576, STARCHROOM LAUNDRY JOURNAL. -5

## CONSULTANTS

**CENTRIZE: CENTRIFUGAL WASHING IN YOUR EXTRACTOR.** Installations in over 100 plants demonstrate outstanding possibilities for big savings in machinery, supplies, water, power and labor while producing beautiful quality work at a much higher profit. Write for detailed information to **HOWARD FINK AND SONS**, Laundry owners and engineers, 2234 63rd Street, Kenosha, Wisconsin. 9286-25

## MISCELLANEOUS

**400 KEY-TAG BARS, EACH BAR COMPLETE WITH 8 LARGE PINS.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9533-8

**LAUNDERETTE JOB TICKETS**—printed your name—2 parts perforated \$1.05 per thousand, 3 parts perforated \$1.15 per thousand (10,000 lots). Request samples. Remittance with order avoids C.O.D. charges. Irving L. Freiman, 778 Main St., Hackensack, N. J. 9593-8

## LAUNDRIES and CLEANING PLANTS FOR SALE

**LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS.** New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel REpublic 9-3016. 4644-2

Profitable plant with real estate in north central Indiana, highly industrialized growing city with 1951 sales averaging \$2,300 weekly. Exceptional profitable operation with only 48% gross payroll. Owner to retire. Reasonable cash investment needed. ADDRESS: Box 9528, STARCHROOM LAUNDRY JOURNAL. -2

For Sale: Laundry-Drycleaning and Storage plant in Western Maryland, doing a half million business a year also large garage for trucks. ADDRESS: Box 9544, STARCHROOM LAUNDRY JOURNAL. 9544-2

Laundry plant in Baltimore, Maryland. Excellent equipment. Take in drycleaning. Gross approximately \$90,000. Easily increased. Selling due to health. Reasonable. Terms to suit. ADDRESS: Box 9554, STARCHROOM LAUNDRY JOURNAL. -2

Laundry for sale or will lease to responsible party, also cleaning plant, in Salinas, California. ADDRESS: Box 9555, STARCHROOM LAUNDRY JOURNAL. -2

For Sale—In Gulf coast heavy industrial district, laundry, cleaning and storage. Equipment and building new. \$5,000 per week capacity. Conditional lease considered. WRITE: Box 9563, STARCHROOM LAUNDRY JOURNAL. -2

**LAUNDRY AND DRYCLEANING PLANT**, in good brick building. Three late model delivery trucks. Lots of practically new equipment. Located in Northwest Texas. No union and good prices. Annual volume \$120,000. Buildings, equipment and linen supply and supplies inventory complete, only \$65,000. A real money maker. ADDRESS: Box 9566, STARCHROOM LAUNDRY JOURNAL. -2

Sanitone drycleaning plant and complete laundry for immediate sale. Reason for selling, health of owner. ADDRESS: Box 9568, STARCHROOM LAUNDRY JOURNAL. -2

**LAUNDRY CENTRAL CALIFORNIA**, in heavy agriculture area, serving three communities. No competition. Gross over \$60,000 last year. \$50,000 will buy, one half cash balance on easy contract, long lease. Reply to Box 9569, STARCHROOM LAUNDRY JOURNAL. -2

**FOR SALE**—Progressive drycleaning plant. Hoffman equipment new November 1948. Two Chevrolet panel 1/2 ton trucks. Equipped to do \$800 weekly. Will sacrifice. Phone 158 or write Central Cleaners, Whitney Point, N. Y. 9570-2

**LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)**

Excellent location near U.N. and hotels, East side Manhattan, New York City—hand laundry—drycleaning, long established, good lease, top prices. 80% drop store to produce work or outfit for chain, \$350 weekly. High return. Great potential to triple business. Illness, reason for selling, \$6,700 cash. ADDRESS: Box 9591, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY—DRYCLEANING PLANT LOCATED IN LOUISIANA NEAR ARMY BASE. MODERN EQUIPMENT. YEARLY VOLUME OVER \$125,000. PRICED TO SELL. ADDRESS: BOX 9573, STARCHROOM LAUNDRY JOURNAL. -2

A SOUTHERN CALIFORNIA LAUNDRY AND DRYCLEANING BUSINESS. MODERN EQUIPMENT. AMERICAN SYLON & ROLL IRONER WITH SHEET FOLDER. NEW SHIRT EQUIPMENT. NEW DRYCLEANING PLANT. EXCELLENT VOLUME. TEN TRUCKS. WITH OR WITHOUT REAL ESTATE. REASONABLY PRICED. GOOD TERMS. E. J. CAMPBELL, 5478 WILSHIRE BLVD., LOS ANGELES 36, CALIFORNIA. 9577-2

TEXAS OPPORTUNITY—Rio Grande Valley laundry and drycleaning plant; real estate included. Owner's widow selling to close estate. Substantial volume increase sure with competent, aggressive management. Plant in heart of business district of one of the best Valley towns; corner lot 100' x 142'; buildings do not cover all of land; plenty of room for expansion. Equipment in A-1 condition, sufficient for double present volume. This property priced to sell quickly. Reasonable cash payment, terms on balance. Communicate with HARVEY W. DRAPER, REALTOR, 3401 Tampa, Houston 21, Texas. 9590-2

Laundry and Drycleaning plant in one of the fastest growing cities in the South. Population over 400 thousand. Operating eight city delivery trucks. Located on a very prominent street, ideal corner location for cash and carry. Under same management for 29 years. Buyer must have \$15,000 or \$20,000 cash, balance financed over 10 years on easy terms. Will lease building for five or ten years with option to buy. Owner wishes to retire. ADDRESS: Box 9595, STARCHROOM LAUNDRY JOURNAL. -2

CALIFORNIA LAUNDRY PLANT AND DRYCLEANING AGENCY, marvelous cash and carry business, asking \$7,500. Terms. Rent \$75. Haig Realty Co., 969 E. Washington St., Pasadena, California. 9596-2

Hand laundry—drycleaning. Established 1934, fully equipped, top prices. \$45,000 volume 1950. Will show increase 1951. Good location, low rent, good route, excellent return. Illness reason selling. East side Manhattan, New York City. \$25,000 Cash. ADDRESS: Box 9594, STARCHROOM LAUNDRY JOURNAL. -2

**BUSINESS OPPORTUNITIES**

Start a Diaper Service and dry-fold laundry in your locality. We will equip complete plant, including: boiler, laundry machinery, truck, 500 doz. diapers—all for \$4,500. Write: Box 9540, STARCHROOM LAUNDRY JOURNAL. -11

Laundry-Drycleaning Production Manager, wishes to invest in small plant in middle west, where owner anticipates retiring in near future. Only interested in proposition where plant could be purchased. Would consider salary, plus yearly equity in business. A.I.L. graduate, college graduate, Protestant, 20 years experience in managing plant doing over \$20,000 volume weekly. ADDRESS: Box 9562, STARCHROOM LAUNDRY JOURNAL. -11

**BUSINESS \$50,000 NET PROFIT**—This is an opportunity of a lifetime to purchase this spectacular business for \$165,000, might consider taking back small mortgage, this business is operated on a cash basis, no charge accounts, no accounts receivable, doing a volume of about \$250,000 per year, taking in between \$5,000 and \$6,000 cash weekly, volume of business and net profit has increased each year over each preceding year since being established 12 1/2 years ago. **SO EASY TO OPERATE**—Experience in our line is not necessary, almost operates by itself as it is well staffed with about 50 steady old reliable employees. Drive-In Laundry and Cleaners, located in one of Kansas City's largest shopping centers, occupying beautiful new modern streamlined building built especially for this business, corner location with large customer parking lot. Will give long term lease. Due to illness a quick sale must be made, to qualified buyers a complete set of photos showing business in operation will be sent. Please give financial references. This business will bear closest investigation. ADDRESS: POST OFFICE BOX 345, KANSAS CITY, MO. 9597-11

**LAUNDRIES and CLEANING PLANTS WANTED**

**WANTED — PLANTS — ALL KINDS** — New York, New Jersey, Connecticut. **BUYERS WAITING — LIST YOURS.** RICHARD J. MULLER Lic. Broker, 89-16 184 St., Jamaica 3, N. Y. Tel. REpublic 9-3018. 4324-1

Small or medium sized laundry-drycleaning plant wanted, or partnership, by experienced efficient manager. ADDRESS: Box 9536, STARCHROOM LAUNDRY JOURNAL. -1

**LINEN SUPPLY and LAUNDRY BUSINESS WANTED**

**WANTED: LINEN SUPPLY and LAUNDRY BUSINESS**, small or large, anywhere in the U. S. A. Replies held confidential. ADDRESS: Box 9249, STARCHROOM LAUNDRY JOURNAL. -1

**REPAIRS — PARTS — SERVICE**

**REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES.** Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 89 Calumet Street, Newark 5, N. J. 1232-37

**CARDING WIRE**

**CARDING WIRE:** For Curtain and Blanket Stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-34

**MACHINERY WANTED**

Wanted Monel metal washers, all sizes, all condition, for export, highest prices paid. ADDRESS: Box 9572, STARCHROOM LAUNDRY JOURNAL. -3

**POWER PLANT EQUIPMENT FOR SALE**

**INGERSOLL RAND TYPE 36 TWINCYLINDER COMPRESSOR WITH 10 H.P. MOTOR and QUINCY TWINCYLINDER COMPRESSOR with 5 H.P. MOTOR. BOTH MACHINES COMPLETE WITH TANKS AND ALL ACCESSORIES. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9495-36

**FOR SALE**—Chuse non releasing Corlias Engine 125 H.P. at 100 pound steam pressure. Direct connected to 75 kw. G.E. Alternator complete with exciter and switchboard. In excellent condition. **BOONVILLE ICE AND STORAGE COMPANY**, Boonville, Missouri. 9527-36

**FOR SALE—NEW—108" diameter by 312" long horizontal Storage Water Heater with steel shell 3/4" thick and bumped heads 7/8" thick, welded construction. Storage capacity 11,900 gallons. Heating capacity 6,000 gallons of water per hour from 40° to 180° F. with steam at 100# pressure. Total weight approximately 16 ton. Never been in use. Available for immediate shipment.** ADDRESS: BOX 9538, STARCHROOM LAUNDRY JOURNAL. -36

**Boilers for Sale:** 1—15 H. P. Ames Boiler, oil fired, 150 P.S.I. used 2 years, \$1,200. 1—5 H.P. Kane Boiler, gas fired, 150 P.S.I. used 1 1/2 years, \$800. Both purchased new and outgrown. Both with full controls but less condensate return tank and pump. Nichols Engineering, 479 Ferry Blvd., Stratford, Conn. 9542-36

**NEW PATTERSON KELLEY HOT WATER STORAGE HEATERS READY FOR IMMEDIATE DELIVERY:** 48 x 192" and 60 x 168" TANKS, WILL EACH FURNISH 2800 GALLONS 180° F. HOT WATER PER HOUR and 60 x 168" GALVANIZED TANK TO FURNISH 5000 GALLONS 180° F. WATER PER HOUR WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9545-36

**BOILER**—60 H.P. Lefel Scotch Marine boiler with Lefel stoker and Kisco automatic water feed. Have bought larger boiler. A bargain at \$1,750. See it operating at the **SHELBYVILLE LAUNDRY, SHELBYVILLE, KY.** 9553-36

1—Patterson Kelley Heat Reclaimer—pit type. Capacity 5400 gallons per hour. See it in operation. Our rapid growth demands a much larger reclaimer. Sacrifice. Domestic Linen Supply, 3800 18th St., Detroit, Michigan. 9564-36



## MACHINERY FOR SALE

**ASHER** ironers 48 x 120-32 x 120. Rebuilt, big stock, Terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

**REBUILT LAUNDRY AND DRYCLEANING MACHINERY** — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor **READY FOR INSPECTION AND DELIVERY**. Complete plants installed. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. 4400-4

**48x120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

**36" EXTRA DEEP AMERICAN or TROY EXTRACTORS**, with NEW electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4753-4

**40" TROY and TOLHURST**, direct motor driven and belt driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

**48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS.** Ready for immediate delivery. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

**AMERICAN and TROY 5 Roll 100" IRONERS**, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

**30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS.** Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

**8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

**HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX, 15" and 17" BOCK, 20" HOFFMAN WITH MONEL BASKET.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

**HANDY IRONERS, AMERICAN, TROY and POLAND** single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

**AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6866-4

**AMERICAN 48x120" CYLINDER FLATWORK IRONER (3125 type) with 6 PADDED PRESSURE ROLLS, IN EXCELLENT CONDITION. DOES QUALITY WORK. HIGH CAPACITY MACHINE AT LOW INVESTMENT VALUE.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6867-4

**COLLAR FINISHING UNIT**, consisting of AMERICAN ZARMO Press, Seam Dampener, Shaper and Edger. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 5004-4

**AMERICAN direct motor driven and belt driven 48" HUMATIC EXTRACTORS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6184-4

**6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS.** CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6892-4

**AVAILABLE NOW IN YOUR LOCALITY.** Bargains in good, used equipment. **MARTIN EQUIPMENT CORPORATION**, 789-C Hertel Avenue, Buffalo, New York. 7054-4

**TROY and AMERICAN LATE TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

**WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND READY TO NEW IN EVERY RESPECT.** 30x30", 36x34", 48x78" and 44x84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

## MACHINERY FOR SALE (Cont'd)

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

**Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS** with 2 compartment, 2 door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

**4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine.** Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

**16x100" AMERICAN 41810 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER and AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

**40" FLETCHER WHIRLWIND, 60" ZEPHYR and 63" AMERICAN OPEN TOP EXTRACTORS WITH MONEL and STAINLESS STEEL BASKETS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

**48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

**120" RETURN FEED 2 ROLL AMERICAN and 100" COLUMBIA FLATWORK IRONERS, MOTOR DRIVEN.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 7028-4

**PROSPERITY 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES:—COLLAR and CUFF, BOSOM, YOKE and TWO LAY SLEEVE PRESS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8074-4

**15 POUND AMERICAN and HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x36" HUEBSCH and HOFFMAN OPEN END TUMBLERS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

**AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

**5 WATERWAY COMBINATION WASHERS and EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS and OTHER SPECIALTIES AS WELL AS COLORED WORK.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8073-4

**IMPERIAL LAUNDRY MACHINERY COMPANY**, 245 Huron Street, Brooklyn, New York, EV-9-6585, has available AMERICAN Notrux 54" extractor with two extra baskets, purchased new 1945, Troy Streamline 8-roll ironer, new 1948, American 6-roll ironer, American 6-roll ironer, Ellis 54x120" 9-pocket stainless washer, American Cascade 42x84" washer, Troy 42x78" washer, American Tiltor shirt unit, Prosperity 4-girl unit and coal presses, Hoffman 42x90" tumbler, Huebsch 36x30" tumblers, Hoffman and American 48" and 60" extractors for laundries or cleaners, Hoffman 140-F unit used two months, American 30x48" Petroleum unit with filter, still, etc., brand new, Prosperity synthetic cleaning unit, DDZ 60-pound synthetic unit, Columbia synthetic unit. 9069-4

**FLASH: TWO AMERICAN 120" STREAMLINED LATEST TYPE STREAMLINED FLATWORK IRONERS. IN EXCELLENT MECHANICAL CONDITION and READY FOR IMMEDIATE DELIVERY. THESE TWO IRONERS REPRESENT EXCELLENT IRONER VALUE. INSPECTION INVITED.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9039-4

**HOPKINS TULL 2 DOOR COMBINATION CURTAIN and BLANKET DRYERS. PANTEX 60x24" CURTAIN and DRAPE PRESS.** CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9162-4

**IMPERIAL Laundry Machinery Co.**, 245 Huron St., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9061-4

**44x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN 3 POCKET MONEL WASHER. 36x36" 1 POCKET 1 DOOR MONEL WASHER. BOTH MOTOR DRIVEN.** CUMMINGS-LANDAU Laundry Machinery Co., Inc., 313 Ten Eyck St., Brooklyn 6, N. Y. 9278-4



## MACHINERY FOR SALE (Cont'd)

48 x 120" SMITH DRUM, 12 COMPARTMENT 12 DOOR: 48 x 124" AMERICAN MASTER CASCADE 12 COMPARTMENT 12 DOOR, DIRECT MOTOR DRIVEN, DOUBLE END DRIVE, MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9517-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9518-4

48 x 124" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 4 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

50" UNLOADING EXTRACTORS—3 AMERICAN NOTRUX, 2 FLETCHER TWINTAINERS and 2 ELLIS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9408-4

2—BERGER HYDRAULIC EXTRACTORS AND 2—44 x 84" MILLER WASHERS. IN VERY GOOD OPERATING CONDITION. ADDRESS: BOX 9432, STARCHROOM LAUNDRY JOURNAL. -4

3—AMERICAN ALMCON FULLY AUTOMATIC CONTROLS FOR WASHERS. PERFORM ALL OPERATIONS OF WASHING CYCLE INCLUDING AUTOMATIC ADMISSION OF SUPPLIES. USED LESS THAN TWO YEARS. Fort Duquesne Laundry, 129—40th St., Pittsburgh, Pa. 9532-4

2 brand-new complete Prosperity Shirt Units, 4-girl Power Circle type; never used. Will sell at sacrifice price of \$4,000 per unit. Act quickly. George N. Vander May, Little Falls Laundry, Little Falls, N. J. 9548-4

Curtain equipment—One Economy Specialty Company #143 double vertical stretcher size 64 x 112, or double this size when used over the top. One American table type, 54 x 112, #60890, M 2799. One Maxant Flutcon curtain ruffler. Both stretchers heated with fin-coil steam unit heaters. This equipment can be seen in operation and is in good condition for re-sale. Inquire Wolf's Laundry and Dry Cleaners, Sheboygan, Wisconsin. 9550-4

FOR SALE—120" 6 ROLL AMERICAN FLAT WORK IRONER REBUILT 1941 AT COST OF \$2,000. USED SIX MONTHS. WRITE LOUITT LAUNDRY COMPANY, 307 BROAD STREET, PROVIDENCE 7, R. I. 9549-4

AMERICAN 42 x 84" Cascade Washer, unit control, motor drive, 220/60/3, double geared, 2 pockets. F.O.B. Buffalo \$1,000. Can be seen in operation in hospital laundry. Available December 1st. Wiegand Laundry Machinery Co., 143 Perry St., Buffalo 4, N. Y. 9559-4

TROY 100" 5-Roll Flatwork Ironer, reconditioned, complete steam traps and piping, new motor driven Reeves speed changer, 220/60/3, F.O.B. Buffalo \$1,500. Ideal for institution or small laundry. Wiegand Laundry Machinery Co., 143 Perry St., Buffalo 4, N. Y. 9560-4

HUESCH 25" Handkerchief and Napkin Press, air rotated, motor driven Fluter, folding stand. In use in hospital laundry less than six months. New guarantee. F.O.B. Buffalo \$650. Wiegand Laundry Machinery Co., 143 Perry St., Buffalo 4, N. Y. 9561-4

1—72" Purkett reversing shake-out tumbler, with baskets and hoist. Good condition. Available within 30 days. Sacrifice. Domestic Linen Supply, 3800 18th St., Detroit, Michigan. 9565-4

DRYCLEANING EQUIPMENT—COMPLETE SET-UP—3—36 x 54" Washers, 2—48" Extractors, 3 Huebsch Tumblers, 1—3000 gal. Filter, 1—5000 gal. Filter. All in excellent shape. Also Silk and Wool Finishing Equipment. American Cleaners, 6339 Penn Ave., Pittsburgh, Pa. 9567-4

1—American handkerchief ironer—little used, about 18 months since date of original installation. Please communicate with the Lord Baltimore Hotel, Director of Purchases, Baltimore 3, Md. 9571-4

2,000 Noex American filter motor drive pump. Prosperity Speedster and Super Speedster shirt presses. Pantex shirt units, American foot power shirt units, new Flexform, new Mercury unit. ADDRESS: Box 9574, STARCHROOM LAUNDRY JOURNAL. -4

# WHEN YOU'RE IN THE MARKET for USED and REBUILT DRYCLEANING or LAUNDRY MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.  
(EVergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

## MACHINERY FOR SALE (Cont'd)

WILLIAMS HAS A COMPLETE STOCK OF DRYCLEANING AND LAUNDRY MACHINERY. COMPLETELY REBUILT, GUARANTEED ONE YEAR. AVAILABLE IMMEDIATE DELIVERY. CALL WILLIAMS FIRST FOR BARGAINS. SERVING THE INDUSTRY FOR THE PAST 30 YEARS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-16 22nd STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 4-6466. 9578-4

American Master Cascade Monel Metal Washers, 42 x 84", 10 pockets, also 2 pocket and 4 pocket, motor driven, rebuilt, equal to new, one year guarantee, at bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, New York. 9579-4

42 x 84" American Master Cascade, Monel Metal, 2 pocket, Washers; also 30 x 48", 24 x 36" and 24 x 24" Monel, obtained from U. S. Gov't., practically new, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, New York. 9580-4

American 8 roll late type Streamline Flatwork ironer, 180" rebuilt, equal to new, one year guarantee, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9581-4

180" American Standard 6 roll Flatwork ironer, rebuilt, guaranteed one year, bargain price. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9582-4

100" American 2 roll chest type Flatwork ironer, irons both sides, 2 girl, return, motor driven, like new, also 100" American 41210 return feed, 2 girl, Flatwork ironer, motor driven, completely rebuilt, one year guarantee. These machines very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd St., Long Island City 1, New York. 9583-4

AMERICAN and Huebsch 36 x 30" Open-End Tumblers, also American and Vorclone 42 x 64 and 42 x 92" Tumblers. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. Stillwell 4-6666. 9584-4

American 50" and 54" Notrux extractors, excellent condition; also 10 sets of extra containers for sale. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9585-4

48" American and Hoffman Amico, Open Top, motor driven Extractors, completely rebuilt, equal to new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9586-4

30" American extra deep Extractors, Monel baskets, also 28", 26" and 20", obtained from U. S. Gov't., like new, one year guarantee, bargain prices. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9587-4

American Tiltor Shirt Unit, complete, also 51" Laundry Garment Presses. Rebuilt, guaranteed, immediate delivery. Very reasonably priced. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, New York. 9588-4

1—30 H.P. Westinghouse Motor AC 220 volts—60 cycle—3 phase—like new \$160; Zeller 48" Extractor—rebuilt, like new, \$750; Key-tag System, double arm, ten—4 1/4" pins—3 small, runs 101 to 250, 2 years old, like new, \$600. Takes 150 sets, One Hallenger—Fast Shirt Starcher, stainless steel top, copper starch bins, motor operated AC 110 volts, a bargain \$115; One Shake Feed Table, saves two operators, made to last, \$55. ADDRESS: Box 9589, STARCHROOM LAUNDRY JOURNAL. -4

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## NINE-POINT SUMMARY OF THE MARKET POTENTIAL FOR 1952

Based on consensus of estimates of 300 members of the Board of Analysts of Future Sales Ratings

1. The laundry and drycleaning industries have top sales ratings for 1952, among the 100 leading American industries.
2. Commercial laundry sales in 1952 will reach a new peak of \$880,000,000 — 3.2% more than in 1951.
3. Total sales of drycleaning and related services will hit a record high of \$1,390,000,000—1.3% more than in 1951.
4. The industries' equipment needs must be considered as rating high essentially because of sanitation, health, comfort and morale and labor saving aspects.
5. Stretching of materials, use of substitutes and appeals, based on essentiality will enable manufacturers to produce equipment beyond the limits indicated by current materials allotments.
6. Laundry equipment sales face a potential 9.1% increase over 1951, estimated increase for drycleaning equipment sales is 8.3% over 1951.
7. There is no doubt of the ability of the market to buy.
8. But, many manufacturers who believe threats of future shortages and inflation will sell their products, will be disappointed.
9. Strong advertising and selling efforts are considered prudent at this time for every manufacturer expecting to share in the highly promising potential.

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# New Improved **PENSAL-B** Means Extra Hands For Your Present Washmen!



With washroom help getting scarce and high-priced, it's good business to make your present washmen more productive. You can do this with Pensal-B, The New, Improved colloidal alkaline detergent; in addition you make the washman's job easier!

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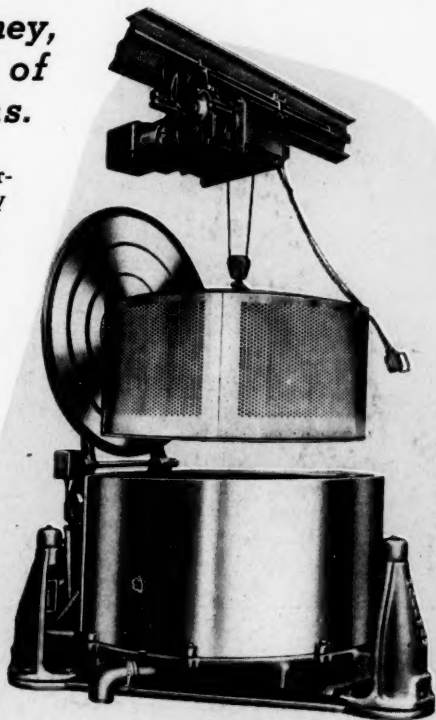
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More and more—laundry operators are finding it's "penny wise, pound foolish" to handle daily tonnage manually at extractors. Modern mechanical equipment speeds production and cuts cost by processing loads on a bulk basis. Avoids delays and bottlenecks—avoids high, non-productive labor charges. Now investigate how you can increase profits on every pound of work with Hoffman "mechanized handling" Extractors.

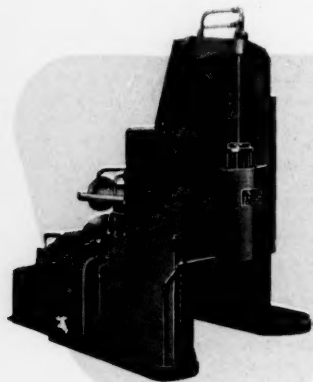
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**the fast-cycle  
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With unloading extractor, above, two basket halves of wet work are lifted by electric hoist—deposited directly into extractor. Then, extracted load is raised, rolled via overhead monorail, and dumped for tumbling or flatwork finishing.

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